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THE MAGAZINE FOR MAGAZINE MANAGEMENT



**Libel: Staying out
of trouble**

**Magazine design:
The evolution**

**Managing
freelancers**

**The computer
magazine shakeout**

**Face to Face
Special Report**

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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Ulshafer says the system, which they timeshare from Service Software Inc., Cherry Hill, N.J., costs only slightly more than using an outside reader service bureau. However, Walker-Davis, which bought the hardware and created the software, says the cost is in the "high six figures." And, a number of people are required to operate the system, he added.

SMRB readers-per-copy figures consistent; research execs pleased

New York City—Research executives from consumer magazines are pleased that Simmons Market Research Bureau (SMRB) has come up with consistent figures on readers-per-copy for magazines in its 1983 report.

For the 45 titles, plus the Ziff-Davis Network, measured by the through-the-book method for the first time in 1982, only one third showed variations of plus or minus 0.5 readers-per-copy or more. The average readers-per-copy for the group moved only slightly—from 3.65 to 3.57.

For years, SMRB was changing its methodology. It went to mixed methodology—measuring by recent reading and through-the-book; in 1981,

Magazines with highest readers-per-copy (RPC) measured by Simmons Market Research Bureau			
Magazine	RPC 1983	RPC 1982	Change
1. <i>People</i>	8.40	8.26	.14
2. <i>Jet</i>	8.11	9.04	-.93
3. <i>Popular Hot Rodding</i>	8.08	9.84	-.76
4. <i>Life</i>	6.89	6.98	-.09
5. <i>Soap Opera Digest</i>	5.90	5.79	.11
6. <i>Business Week</i>	5.72	5.38	.34
7. <i>House Beautiful</i>	5.71	5.25	.46
8. <i>Sports Afield</i>	5.69	6.56	-.87
9. <i>Gentlemen's Quarterly</i>	5.37	4.39	.98
10. <i>Newsweek</i>	5.32	5.47	.15

Source: Simmons Market Research Bureau 1983 Study of Media and Markets (all magazines measured by through-the-book method)

it adjusted recent reading figures. In 1982, SMRB did away with recent reading and measured 120 magazines by the through-the-book method. There was a big question in the research community over whether this would work.

The 1983 study on readers-per-copy is the first study in many years that uses the same methodology as was used the year before.

"If it's stability people want, they have it," says Eckart Guthe, corporate marketing director for Conde Nast Publications, Inc., and a member of the Magazine Publishers Association research committee. "Everyone's very happy to get some consistency

back. There were some slight ups and downs, income of readers went up nicely, reflecting inflation."

Mark Goldschmidt, corporate marketing director for the Hearst Corporation, agrees that "there is less controversy than ever over SMRB findings." He said the figures correspond with Hearst records on circulation growth.

Other research executives apparently share this opinion: When SMRB gave its 1983 report at a recent MPA research committee meeting, there were no complaints and no questions, according to Goldschmidt.

Although Goldschmidt is "reasonably happy with the results," he

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adds that there remains the overall problem in the research community about the validity of the through-the-book method used by SMRB and the recent reading method used by Media-mark Research, Inc. (MRI). "Some people believe strongly in one or the other," he says; "we subscribe to everything."

The old philosophical questions as to what constitutes a reader are still around, Guthe adds. "But people are getting tired of the problem. While the ultimate questions of how to measure readership persist, people need data, and they need consistent methodology. MRI has been very consistent; now it looks as if we have consistency with SMRB too."

DEA using bogus ads to trap drug dealers

New York City—The Federal Drug Enforcement Administration (DEA) is placing bogus classified ads in at least four magazines as part of a sting operation designed to draw out potential drug manufacturers for arrest, says Bob LaBrasca, senior editor, *High Times*.

According to LaBrasca, the sting works like this: "Federal agents, operating as representatives of dummy chemical companies, sell materials and instructions for the manufacture of controlled substances." When a reader responds to the ad, he is arrested.

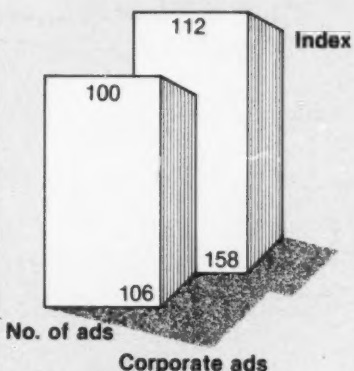
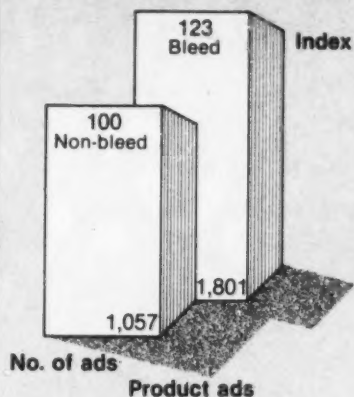
LaBrasca contends that ads of this kind have been placed in *High Times* for over four years, as well as in *Rolling Stone*, *Popular Science*, and *Biker Lifestyle*.

"The ads are placed anonymously," says LaBrasca. "Using a post office box as a mailing address, someone places an order over the phone for a classified ad, sometimes paying a year in advance, which is always attractive to the advertising department."

High Times has had to change its advertising policy to eliminate ads from companies selling chemicals, chemical precursors or anything that might serve as part of a front operation. "But it has been something we've had a hard time avoiding," LaBrasca adds, "because the DEA has adopted different disguises—Universal Solvents, APEX Publications, Georgia Labs, and Raven Scientific—to get into our classified section."

David Canady, deputy chief of the dangerous drug section, DEA, acknowledges use of the tactic and says, "It's a viable enforcement technique." He refused further comment because "the publicity might damage investigative techniques."

Reader attention scores: bleed versus non-bleed ads



Source:
Laboratory of Advertising Performance,
McGraw-Hill Research

Product ads benefit more from bleed format than do corporate ads (+ 23 percent vs. + 12 percent), according to a recent study by McGraw-Hill.

Bleed ads attract 21% more attention: McGraw-Hill study

New York City—Advertisements that use bleed attract greater attention to and build more preference for products and companies than do those that don't use bleed, according to a Laboratory of Advertising Performance (LAP) report from the McGraw-Hill Readership Data Base.

"Of the 3,406 ads that compose the McGraw-Hill database—2,046 bleed and 1,360 non-bleed ads—those that use bleed rated 21 percent higher than non-bleed in stopping power, or the ability to grab a reader's attention," reports Matt Lewicki, manager of LAP. And 73 percent of the top five ads that most attracted reader attention were bleed.

The utilization of bleed also

plays a significant role in building preference for a company or product, says the LAP report. The "build preference" score for corporate ads that used bleed was 25 percent higher than for non-bleed corporate ads. For product ads, the "build preference" score was 22 percent higher for bleed ads.

People

Howard Plissner to vice president, director of advertising, *Penthouse*, remaining as vice president, director of advertising, *Omni*.

Gordon Levy to director of advertising services, Hunter Publishing Company.

John Kingston Herbert Jr. to director of advertising, Yankee Publishing Incorporated, from director of development and director of the capital campaign, Milton Academy.

Sharon Amanzio to vice president and director of corporate marketing programs, *Penthouse* and *Omni*, from director of advertising, *Penthouse*.

Patty Estlander to account executive, *Washington Dossier*.

John B. Powers to sales manager, *Footwear News*, from sales representative; **R. Jane Singer** to marketing manager, *Footwear News*, from sales representative.

Scott Haberman to advertising director, *On Cable*, from advertising manager/consumer, *Venture*.

Catherine A. Viscardi to advertising manager, *Self*, from *Gentlemen's Quarterly*.

Brendan Kelly to advertising director, *American Heritage*, from associate publisher/advertising, *Museum Magazine*.

John M. Reeve to advertising sales manager, *Textile World* and *Textile Products and Processes*.

Ed Backus to advertising director, *Outdoor Life*, from New York advertising manager, *Popular Science*.

Shelley Funes to Southwestern sales manager, *Video Review* and *Electronic Fun with Computers and Games*, from Western regional manager.

John Abbott to advertising director, *Changing Times*, from marketing director **Peter Van Leight** to New York advertising manager, from corporate and travel manager.

Circulation/Subscription

62% of consumer magazines gain circ in 1st half of 1983

Schaumburg, Ill.—Sixty-two percent of consumer magazines gained circulation in the first half of 1983 over the first half of 1982, according to a FOLIO analysis of an Audit Bureau of Circulations midyear Fas-Fax report. The report gives average paid circulation for 401 consumer magazines for the six months ending June 30. Of those magazines, 250 reported circulation increases.

The two groups showing the largest gains were—not surprisingly—computer and video magazines. *Byte* had a circulation gain of 38.2 percent, moving from a total paid circulation of 263,649 to 364,474. *Popular Computing's* total paid circulation jumped 110 percent, up from 115,440 in the first six months of 1982, to 242,727 in the first half of 1983. And *Personal Computing* had an even bigger percentage gain: 154.6 percent, from 148,244 to 377,590. *Computers & Electronics* and *80 Micro* grew modestly in circulation.

In the video field, *Video* and *Video Review* gained 67.5 percent and 59.5 percent, respectively, in average paid circulation for the six month period analyzed.

In the shelter magazine category, *Country Living* reported the largest percentage gain (25.5 percent), followed by *New Shelter* (16.3 percent) and *Town & Country* (13.4 percent). Only a few magazines in this category

lost circulation in the first half of this year. Among them was *House & Garden*, with a 27 percent drop.

In the competitive field of science magazines, *Discover* pulled ahead with a 12.5 percent average circulation gain. *Science Digest* and *Science* reported small dips in their average circulation.

Average circulation for the three tabloids—*Globe*, *National Enquirer* and *The Star*—remained about the same, down less than 1 percent each.

Among the women's magazines, *Savvy* and *Working Woman* posted impressive gains of 11.7 percent and 11.3 percent; *Cosmopolitan* was up 6.5 percent, and *Family Circle*, 4.2 percent. *Ms.* and *McCall's* posted small increases of 1.8 percent and 1.2 percent.

Men's entertainment magazines had a difficult first half. *Playboy's* average paid circulation was down 12.4 percent; *Penthouse* figures dropped 14.1 percent. *Hustler's* publisher's statement was not submitted in time to be included in the Fas-Fax report.

General business magazines fared well. Average paid circulation for *Inc.* rose 31.6 percent; for *Venture*, 29.4 percent; *Barron's*, 16 percent; *Fortune*, 3 percent; *Forbes*, 1 percent; and *Business Week*, 0.2 percent.

All three newsweeklies reported gains: *Time* (3.6 percent), *Newsweek* (0.7 percent), and *U.S. News & World Report* (1.1 percent).

Ebony led the black magazines with a circulation gain of 23.6 percent for the first six month period, followed by *Jet* (21.3 percent) and *Essence* (7.7

percent).

A few other magazines in varied categories with noteworthy gains include *Shape* (96.3 percent), *Four Wheeler* (41.5 percent), *Crafts* (41.1 percent), *Horseman* (28.7 percent), *Teen Machine* (27.6), and *Writer's Digest* (25.8 percent).

The magazine with the largest average paid circulation for the period was *Reader's Digest* (18,299,091), followed by *TV Guide* (17,275,471), *National Geographic* (10,357,853), *Modern Maturity* (8,822,161), *Better Homes and Gardens* (8,022,794), *Family Circle* (7,303,488), *Woman's Day* (6,949,344), *McCall's* (6,277,293), *Good Housekeeping* (5,420,830), and *Ladies' Home Journal* (5,200,705).

Special blow-in gift insert ups response 50% for Prevention

Emmaus, Pa.—A specially designed blow-in card promoting Christmas gift subscriptions, which contains the gift card to be sent to the recipient, has pulled extremely well for Rodale Press' *Prevention*. In fact, according to circulation director Pat Corpora, it has pulled so well for *Prevention* that it will be used this December on Rodale's other magazines: *Spring*, *Organic Gardening*, *New Shelter* and *Bicycling*.

"This special insert increased the lift for the December 1982 blow-in gift subscription promotion by 50 percent," Corpora said. In December of 1981, the blow-in card produced 6,000

Top 10 magazines by circulation Per-issue averages for the six months ending June 30

Publication	First half 1983	First half 1982	Percent change
<i>Reader's Digest</i>	18,299,091	18,171,628	+0.7%
<i>TV Guide</i>	17,275,471	17,516,896	-1.4
<i>National Geographic</i>	10,357,853	10,474,030	-1.1
<i>Modern Maturity</i>	8,822,161	8,116,251	+8.7
<i>Better Homes and Gardens</i>	8,022,794	8,053,460	-0.4
<i>Family Circle</i>	7,303,488	7,010,192	+4.2
<i>Woman's Day</i>	6,949,344	7,007,909	-0.8
<i>McCall's</i>	6,277,293	6,201,777	+1.2
<i>Good Housekeeping</i>	5,420,830	5,352,428	+1.3
<i>Ladies' Home Journal</i>	5,200,705	5,205,413	-0.1

Source: Audit Bureau of Circulations

53% of 'time-value' publications delivered on time

Publication delivery box score: weekly 'time-value' publications January-June 1983

Three-digit zip	Market area monitored	On time	One day late	Later
Composite average*		53%	28%	19%
021	Boston	46	31	23
022	Boston	51	20	29
061	Hartford	56	28	16
100	New York City	55	29	16
142	Buffalo	61	27	12
152	Pittsburgh	46	37	17
191	Philadelphia	54	28	18
200	Washington, D.C.	46	33	21
212	Baltimore	37	37	26
303	Atlanta	50	33	17
331	Miami	52	31	17
336	Tampa	67	33	0
372	Nashville	42	30	28
381	Memphis	57	27	16
432	Columbus	78	13	9
441	Cleveland	42	40	18
452	Cincinnati	57	26	17
462	Indianapolis	22	45	33
482	Detroit	62	28	10
495	Grand Rapids	80	15	5
532	Milwaukee	66	20	14
554	Minneapolis	66	26	8
606	Chicago	69	23	8
641	Kansas City, Mo.	69	24	7
672	Wichita	68	22	10
701	New Orleans	7	36	57
741	Tulsa	48	29	23
752	Dallas	60	27	13
770	Houston	43	35	22
787	Austin	68	22	10
802	Denver	30	39	31
841	Salt Lake City	28	38	34
850	Phoenix	51	24	25
895	Reno	68	23	9
900	Los Angeles	53	26	21
921	San Diego	67	19	14
941	San Francisco	57	23	20
972	Portland	42	27	31
981	Seattle	38	21	41

*Including other U.S. cities and SCFs not listed

Data based on experience of 23 weekly business and consumer publications accounting for 1,500,000 copies in the mail each week and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry. Source: Red Tag News Publications Association, Inc.

During the first six months of 1983, 53 percent of weekly "time-value" publications were delivered on time. This is a lower percentage of on-time delivery than was recorded in the previous two six-month periods. For the last six months of 1982, 57 percent of all publications monitored received on-time delivery, whereas for the first six months of 1982, 55 percent of publications had on-time delivery.

Major cities with the best percentage of on-time delivery for the first six months of the year were Columbus (78 percent), Chicago and Kansas City, Missouri, (both with 69 percent) and Wichita, Austin and Reno (each with 68 percent). Cities with the lowest percentage of on-time delivery included New Orleans (7 percent), Indianapolis (22 percent) and Salt Lake City (28 percent).

In a comparison of the on-time delivery record for the first six months of 1983 with that of the first six months of 1982 for individual cities, only a few showed marked declines: Indianapolis (to 22 percent from 64 percent) and New Orleans (to 7 percent from 28 percent). Among those showing the greatest improvement in percentage of on-time delivery were Salt Lake City (to 28 percent from 6 percent), Memphis (to 57 percent from 38 percent) and Reno (to 68 percent from 49 percent).

with a list of good subscriber prospects from outside our market."

Newcomer's theory is that people who read city magazines in one city are good prospects to subscribe to another city magazine when they relocate. Newcomer also believes it can capture, as subscribers, people moving away from a city who want to keep in touch, and readers who travel frequently to a city.

All publishers had to do in the first test, which ran in June and July, was act as a subscription circulation network, and insert a direct-response envelope into their magazines. Newcomer Services printed and supplied the insert, but publishers had to assume the cost of insertion and pay Newcomer a 30 percent commission on all subscriptions received.

"The results of the initial test were not spectacular," Welch noted, "except when you consider that the subscriptions were coming from people who didn't yet live here. We have saturated Phoenix with direct mail campaigns, but this was the first time we had gotten prospects from areas outside our city. Newcomer Services provided us with a list of names we couldn't buy from anyone else."

Ed Self, publisher of *San Diego Magazine*, reports that the three best pullers were *San Diego Magazine*, with 250 subscriptions; *California*, with 240; and *Honolulu*, with 230. *Phoenix* picked up 176 new subscribers.

Results of the second test stage, which ran in September and October city magazines, are not yet available. In the second test, the format was slightly changed. Instead of having publishers insert a direct-response envelope, Newcomer asked publishers to print a four-color full-page ad featuring pictures of all the city magazines in the network, and a toll-free telephone number, which people could use to receive information about a city. Newcomer is testing the response levels to the two methods.

"After the results of the second test are tabulated and compared to the first," says Welch, "Newcomer wants each magazine to pay for production of either the insert or the full-page ad. Then, each publisher will have to decide for himself—based on the amount of out-of-town subscriptions generated versus production costs—whether this concept is profitable. Right now, we don't quite know the idea's potential."

"I can say that generating 176 new subscriptions from people on their way to Phoenix is very significant to my marketing of the magazine," says Welch. "And it is also significant to advertisers who use my magazine to reach prospective customers."

Is number of inmate bad pays exaggerated?

Albuquerque, New Mexico—"Prison inmates are robbing magazine publishers blind," claimed Ron Chavez, an official at the Bernalillo County Detention Center, in a recent *New York Times* article.

"Inmates fill out subscription cards and check the bill-me-later box.

By the time a magazine finds out the subscriber has no intention of paying his bill, another prisoner has mailed his card," he contends. "I can't understand why magazines can't stop this practice."

According to Chavez, some of the magazines that prisoners order and don't pay for are *Newsweek*, *Sports Illustrated*, *Car and Driver*, *The Runner*, *Vanity Fair*, and *Playboy*.

Circulation executives interview-

ed by FOLIO, however, strongly disagree with Chavez' contention that this is a serious problem.

For example, Bernard Lacy, vice president of consumer circulation, Ziff-Davis, which publishes *Car and Driver*, says, "It's never been called to my attention that any of our magazines have a lot of bad pays from prison inmates. In our experience, prisoners have about the same pay-up rate as the rest of the population."

32% of ordinary second class publications delivered on time

Publication delivery box score: Ordinary second class and controlled circulation publications April-June 1983

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later 3%
Composite average*	17%	15%	36%	20%	9%	3%
Boston (Area 021)	22	8	38	18	10	4
Boston (Area 022)	20	40	40	0	0	0
New York City	6	18	32	24	16	4
Buffalo	38	17	38	7	0	0
Pittsburgh	7	26	48	17	0	2
Philadelphia	6	2	25	41	18	8
Washington, D.C.	23	29	34	31	0	3
Atlanta	27	2	44	20	2	5
Miami	50	23	14	13	0	0
Memphis	11	14	50	7	18	0
Cincinnati	26	30	28	7	7	2
Detroit	6	11	71	9	3	0
Milwaukee	0	12	47	26	12	3
Minneapolis	23	33	37	2	5	0
Chicago	11	16	55	15	3	0
New Orleans	7	31	31	31	0	0
Dallas	36	27	17	13	2	5
Houston	42	14	33	8	3	0
Denver	14	12	33	25	14	2
Salt Lake City	5	11	42	26	16	0
Los Angeles	26	8	35	22	9	0
San Francisco	38	17	22	8	10	5
Seattle	25	16	39	10	8	2

Source: Red Tag News Publications Association, Inc.

*Including other U.S. cities and SCFs not listed

Service improved by 4 percentage points overall for ordinary second class publications in the second quarter of 1983, as compared with the first quarter. For all cities monitored, the combined percentage of publications that were delivered on time (service standard) or sooner (better than service standard) was 32 percent in this year's second quarter, as compared with 28 percent during the first quarter of this year.

However, service during this year's second quarter declined slightly from the same quarter a year ago, when 34 percent of publications were delivered on time or sooner.

Major cities with the best service in the second quarter of 1983 (based on combined percentage of on-time or better delivery) were Miami (73 percent), Dallas (63 percent) and the 022 area of Boston (60 percent). Major cities with the lowest percentage of on-time or better delivery were Philadelphia (8 percent) and Milwaukee (12 percent).

A comparison of the combined on-time or better delivery service in 1983's first two quarters reveals marked improvement in the second quarter compared with the first quarter in several cities: Miami (73 percent versus 32 percent), the 022 area of Boston (60 percent versus 17 percent), the 021 area of Boston (30 percent versus 13 percent), Cincinnati (56 percent versus 39 percent), Detroit (17 percent versus 4 percent) and Dallas (63 percent versus 46 percent). Several cities also showed declines in service between the two quarters, notably Milwaukee (12 percent versus 20 percent) and Salt Lake City (16 percent versus 28 percent).

Comparing the combined on-time or better delivery in the second quarter of 1983 with the second quarter of 1982 reveals improvement in Miami (to 73 percent from 41 percent), Pittsburgh (to 33 percent from 13 percent), and Milwaukee (to 12 percent from 5 percent). Several cities also showed marked declines in on-time or better delivery service between the 1983 and 1982 second quarter, notably Philadelphia (down to 8 percent from 50 percent), Atlanta (to 29 percent from 61 percent) and Seattle (to 41 percent from 76 percent).

Circulation/Single-copy

Wholesalers learn role of specialty stores from computer mags

Chicago—Two years ago, wholesalers wouldn't listen to a publisher that wanted specialty store distribution. Generally, they viewed these outlets as bothersome, not worth the expenditure of time, effort or gasoline. That's changing.

Wholesaler experience with computer magazines in video stores has convinced some reluctant wholesalers that distributing specialized magazines to specialty stores can be cost-efficient.

"It's an entirely new trend in the wholesale business," contends Harvey Wasserman, magazine merchandising director of the Charles Levy Company in Chicago, "and it all began with the success we had with computer magazines in computer, electronics and video stores."

Because of that success, Wasserman is developing a marketing plan that calls for identifying and capturing other specialty retail markets. For example, Wasserman is testing a number of different titles in automotive supply shops, health food stores, and outdoor equipment outlets. "We're finding

that, in specialty shops, you don't need a selection of 150 general magazines. What you need is 10 magazines related to products sold in the store. If you can match the right magazine to a specialty store, you'll show good sales."

Another wholesaler, John Cowley Jr., of Cowley Distributing Inc., in Jefferson City, Missouri, also says computer magazines showed him the value of distributing to specialty stores.

According to Cowley, "There were only a few computer titles available to us in the beginning. The magazines were very small, so they bypassed the national distributors and came to us asking for distribution. We tested them in our bookstores and they immediately sold out. Then, I started picking up as many titles as I could."

Although Cowley believed computer magazines were a potential moneymaker "in a stagnant units market," he still did not distribute the magazines to video and computer stores. Why not?

"Because before the computer magazine revolution, which occurred a year-and-a-half ago, most wholesalers thought that unless a retailer carried the big titles, such as *Cosmopolitan* or *Redbook*, then it wasn't profitable to bring in only two or three titles. But

with 20 to 40 titles, it becomes profitable to distribute to specialty stores."

The success Cowley has had with computer magazines has led him to believe he can sell other kinds of magazines, not only in specialty stores, but in specialized areas of large department stores.

"Six months ago, we began asking ourselves how we could increase sales of men's magazines such as *Outdoor Life* and *Field and Stream*, magazines that had once been good sellers for us. We began testing different locations, to find out where men shop and we discovered that we could sell men's magazines in different areas of department stores. Sports magazines, for example, sold very well in the automotive department. We figured, if more targeted distribution worked for computer magazines, why not for sports and field magazines?"

Selling specialized magazines is a good way for the wholesaler to increase overall sales, concludes Cowley. "Distributing to specialty stores has opened up a whole new world to wholesalers, but really, we haven't even begun to explore all the possibilities."

55% of magazines report first half single-copy declines

Schaumburg, Ill.—Improvement in the economy did not come fast enough to help single-copy sales for the majority of magazines in the first half of 1983, according to publishers' reports that were released by the Audit Bureau of Circulations (ABC).

Two hundred and two magazines, or 55 percent of the 365 magazines with single-copy sales, reported decreases in average single-copy sales for the six months ending June 30, 1983; 163 reported increases.

Men's entertainment magazine single-copy sales continued to suffer in the first half: *Cheri* (-16.5 percent), *Playboy* (-15.9 percent), *Penthouse* (-14.2 percent), *Genesis* (-9.0 percent). *Hustler's* statement had not been filed at press time. *Gallery* did gain slightly (1.9 percent).

Women's magazines turned in an uneven performance. Among those



When there were only a few computer titles available, distributing to computer stores wasn't efficient; with 20 to 40 titles, it becomes profitable.

10 leading magazines by single-copy sales (averages for six months ending June 30, 1983)

Magazine	Single-copy sales		Percent change
	1st half 1983	1st half 1982	
1. TV Guide	9,311,390	9,580,236	-2.8
2. Family Circle	7,193,417	6,980,280	+3.1
3. Woman's Day	6,902,580	6,954,740	-0.7
4. National Enquirer	4,596,447	4,576,584	+0.4
5. The Conde Nast Package*	3,817,531	4,019,955	-5.0
6. The Star	3,664,880	3,657,245	+0.2
7. Penthouse	3,254,715	3,795,207	-14.2
8. Cosmopolitan	2,773,618	2,650,110	+4.7
9. Globe	2,000,658	1,991,759	+0.4
10. Good Housekeeping	1,959,478	1,868,116	+4.9

*Complied of Vogue, Glamour, Mademoiselle, Bride's and Self
Source: Audit Bureau of Circulations

that lost single-copy sales in the first half were *Working Mother* (-39.2 percent), *Savvy* (-23.8 percent), *Ms.* (-23.0 percent), *Redbook* (-10.9 percent), Macfadden Women's Group (-9.0 percent), *Harper's Bazaar* (-3.3 percent), *Woman's Day* (-0.7 percent), and *Ladies' Home Journal* (-0.1 percent). Those publications reporting gains in single-copy sales were *Glamour* (8.9 percent), *Cosmopolitan* (4.7 percent), along with a 38 percent subscription increase), *Family Circle* (3.1 percent), and *Working Woman* (1.5 percent).

Single-copy performance for the newsweeklies was as follows: *Time* (-11.0 percent), *Newsweek* (-9.2 percent) and *U.S. News & World Report* (1.3 percent).

In the science category, *Science* '83 and *Discover* both gained single-copy sales (6.1 percent and 4.7 percent), and *Science Digest* lost ground (-12.0 percent).

City and state magazines reported a mixed performance. Among those with large single-copy sales losses were *Houston* (-37.9 percent), *California Business* (-32.4 percent), *Denver* (-30.9 percent), *Columbus* (-29.9 percent) and *Cleveland* (-21.7 percent). On the other hand, *Houston Business Journal* scored a 132.3 percent gain in single-copy sales. Some other gainers: *Atlanta* (43.3 percent), *Minneapolis/St. Paul* (22.7 percent), *Honolulu* (21.3 percent), *Chicago* (15.6 percent) and *D Magazine* (13.3 percent).

Computer magazines did very well in single-copy sales for the first half, despite the economy. *Personal Computing* led the gainers, posting an increase of 184.8 percent. Increases were reported by *Byte* (68.3 percent), *Computers & Electronics* (20.6 percent), and *80 Micro* (20.1 percent).

And even though business was still bad in the first half of 1983, single-copy sales for business magazines were excellent. Only one of the seven business magazines monitored by ABC showed a loss (*The Economist*, -1.9 percent), while the others turned in gains

of various sizes: *Success* (156.1 percent), *Barron's* (30.8 percent), *Inc.* (26.4 percent), *Forbes* (12.6 percent), *Fortune* (6.4 percent) and *Business Week* (2.1 percent).

Other magazines with impressive single-copy gains for the first half of the year include *Horticulture*, the *Magazine of American Gardening* (232 percent), *Food & Wine*, the *Guide to Good Taste* (166.2 percent), and *Country Magazine* (140.9 percent).

(It should be remembered that magazines with small single-copy bases may show dramatic fluctuations from only a small change in numbers, and that circulation strategies for certain magazines may include a calculated move away from single-copy sales and toward subscription growth; in some cases, magazines may have lost single-copy sales, but shown growth in total circulation.)

Retailer profits from RDA 'absolutely staggering': Klein

Cleveland—Retailers complain constantly about the frustration of coping with Retail Display Allowances (RDAs), but are making "absolutely staggering profits from them," says George Klein, president of the Council for Periodical Distributors Associations (CPDA) in a recent CPDA newsletter. "There are very few items in a retail store," he continues, "that allow you to increase your gross margin by 50 percent by filling out some forms."

It is important that publishers help convince retailers to think positively about RDAs, contends Klein, who owns Central News Company. "By showing retailers how much additional, guaranteed profit can be made, we may also be able to convince them to expand not only check-out penetration, but also the size of their family reading centers. This would give us the chance to increase sales of our lesser-selling titles."

Consider the turnover on weekly publications, suggests Klein. A magazine such as *TV Guide*, which turns 100 times a year, is a profit bonanza for retailers, even if its profit margin is only 20 percent. "On major monthly magazines that keep their returns below 30 percent, the turn rate may be 10 times to 12 times a year. At a 20 percent discount, these titles are also very lucrative. Add to that an RDA consideration by publishers, about 10 percent, and these same titles become exceptionally profitable."

To support this contention, Central News recently tracked the profit records for RDA programs for five Midwestern chains. "The additional profits each chain collected in 1982 through direct payments from publishers averaged \$44,000," Klein reports. "I think a number of retail executives were genuinely surprised at the amount of money generated through RDAs."

Some big chains expand magazine sections to carry 1,000 titles

Greensboro, N.C.—Although magazine publishers have been hearing a lot about chains narrowing their magazine selections and cutting out titles with low turn rates, some large and sophisticated chains are in fact installing larger reading centers.

These new, large reading centers, which may carry 1,000 magazine titles, are being installed in "super-stores." For these giant stores, which may contain restaurants, dry cleaners, or flower shops, the chains' strategy is different than for regular-size stores. The chains appear to be more concerned with having a wide variety of titles to build in-store traffic than with the quantity of sales or number of turns per magazine.

The chains installing these reading areas, according to wholesaler George O'Rourke, manager of State News, are Kroeger's, Pantry Pride, Family Mart and Farm Fresh.

"I think the reading department is a big success," says Gus Publitz, vice president of advertising, Kroeger's. "Primarily, we think of the magazines as a traffic builder. We want our customers to know that if they want to buy a magazine or a book, they can find it in Kroeger's. So we have to carry more titles than we might in one of our regular-size supermarkets. Of course, once the customer leaves the reading area, we hope he'll browse in the other departments, too."

According to O'Rourke, who has just installed reading centers carrying 600 titles in two Family Mart super-

stores, the Family Mart chain seems to have a similar attitude about their magazine department: "They view the reading center as a way to build their store traffic."

"This is a great opportunity for publishers," O'Rourke explains. "Whereas many retailers have been decreasing the number of titles they carry, this new trend seen in supermarket chains gives the wholesaler an opportunity to market those magazines that don't turn as often as *Cosmopolitan* or *TV Guide*. By having so much space to fill—often two aisles, or 20 feet of six-foot-tall fixtures—we can test more magazines."

Can supermarket scanner data improve single-copy sales?

New York City—Although suppliers claim data provided from supermarket scanners can help improve single-copy sales, many circulation experts contend that scanner information isn't as timely or accurate as methods they already use, such as return flow samples and in-store check-ups.

Helene Monat, chief operating officer of TRIM, a Los Angeles-based supplier, says scanner data can help in cover and price tests. "Also," she points out, "with scanner data, magazines can get an understanding of what impact a format change has on their competitors' sales."

"The potential applications of scanner data are endless," claims George Garrick, senior vice president, marketing and client service for Information Resources of Chicago, another

supplier. "Using scanner data, you could learn what motivates people to buy a single magazine. This information can also help magazines evaluate the effectiveness of television advertisements, special promotions, cross merchandising, and even in-store placement of magazine racks."

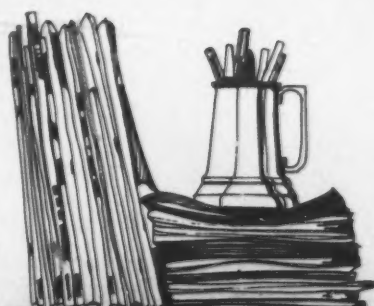
Circulation executives agree that someday scanner data may be useful. However, they cite three major reasons why the information currently generated by suppliers is inadequate: It's inaccurate, too slow, and lacks issue-specificity.

"By far, the biggest problem with scanner data is that not all retail chains scan magazines, and even the chains that do, scan them sporadically," says Paula Gantz, manager, marketing analysis, Hearst Magazines. Gantz is convinced that the sample from which the suppliers draw is not good, because of the small number of stores that scan. "Hearst tested the use of scanner data for 14 months," she says, "and I didn't find the data for most of our magazines to be accurate—or even close."

Gantz also questions the timeliness of scanner data. Suppliers, she points out, buy data from retailers, so they must wait for the retailer to deliver the information. By then, a magazine could be two weeks off-sale. "And that is too late for me," she says. "I want sales data during the issue's on-sale period, and I know of no supplier who can get you data on a Monday for the week you've just seen."

George Edwards, senior vice president and circulation director of *Family Circle*, adds, "One reason I

(Continued on page 54)



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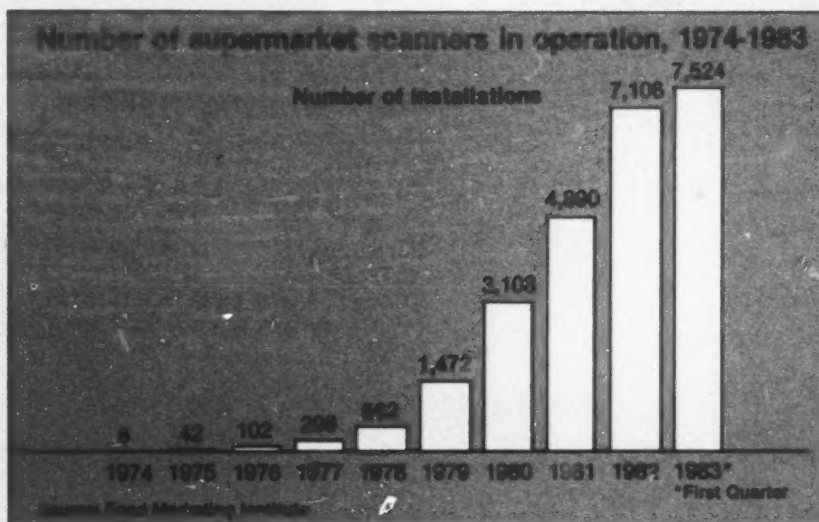
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Despite growth in the number of stores with scanning, the sample is not yet sufficient to provide accurate data needed for improving single-copy marketing and merchandising, according to publishers. Currently, only 7,500 supermarkets out of a total of 170,000 have scanning.

nia Health Review.

If the magazine can gain good will or publicity by giving someone influential a free copy, Sutton says, he will gladly absorb the costs.

"But, if it's someone with whom we are not familiar, then I would charge for back issues," says Sutton.

"I think it would depend on the kind and extent of research we were being asked to perform," says Ronald K. Jurgen, editor of *IEEE Spectrum*.

Charge for back issues

Requests for back issues are common, and some magazines charge readers a nominal fee for them, if only to recover the costs of mailing.

Payment is generally requested up front, say persons in magazine reader service departments. It's easier, they note, to collect the nominal sum of five dollars or less for a back issue before it is mailed out than after. Collecting small amounts is more difficult than collecting large amounts, according to one bookkeeper in the accounting department of a magazine publishing company.

However, at *California Health Review*, there have been no problems in collecting the four-dollar back-issue fee from persons who are billed after an issue is mailed, notes Sutton. "If ours were a general consumer magazine, it might be a different story, but we've never had a problem collecting."

Some charge for copies of articles

Some magazines have made it a policy to charge for copies of articles, with fees ranging from 30 cents per page to \$1.50 per page, according to the editors interviewed.

Copies of articles can be provided either in the form of photocopies of the original or of single pages cut from overruns, damaged issues or unbound copies, according to editors and reader service personnel.

Pages from overruns or unbound issues are visually more attractive than photocopies and, in a sense, make charging for these copies more justifiable, according to one magazine's reader service representative.

For instance, at *Industry Week*, about 400 copies are overrun each week to be used by the reader service department, according to editorial service manager Margaret M. Dudzik.

These copies are used to fulfill requests for single articles as well as volume requests that do not justify reprint orders, she explains.

Industry Week charges \$1.50 per page for a one-page article, or one dollar per page for two to 25 copies.

As more copies of an article are requested, the cost per page decreases, says Dudzik. For example, for 26 to 50

copies of a four-page article, the cost per page is 77 cents; for 51 to 100 copies, the cost per page is 74 cents; and for 101 to 250 copies, the cost per page is 71 cents.

"Some readers are surprised that there is a charge for this service, but normally, they don't complain," she comments.

Industry Week adds 10 percent to the fee to cover postage and handling. Dudzik notes that she also must be aware of which states require that taxes be included in the bill.

Readers can request that information be expressed either through the postal service or by air carrier, says Dudzik. Charges can be billed to the party requesting the information, or if the party has an account with an air carrier, they can be billed to the account.

High fees may cause problems

Magazines report mixed results when they try to charge more than a very small amount for reader services. Some have had to abandon their reader service operations because readers, once asked to pay for services, became too demanding.

At one time, *Mother Earth News* offered its readers a research service for \$10. "The questions, though, would get very involved, and it would take days to answer one question; there was no way \$10 would cover the cost. So, we discontinued the service," says Thickett.

Ad Age, which now charges \$35 for even a citation of a page and issue, was at one time trying to make a profit on its Cite Service. When the service was launched in 1977, it was profitable, but most requests were from advertising agencies, David reports. Now that those agencies are installing on-line databases, they no longer call on Cite as frequently.

However, profit is not the only reason the service exists. It does field requests that would normally go to editors. And because of the high fee structure, it may in fact deter people from asking unnecessary questions.

Editorial budgets absorb costs

Except in the instances where a magazine has established a reader service operation—and even sometimes in these cases—costs for providing reader services are generally accounted for in editorial budgets.

Reader service costs are very often hidden, although not intentionally. Reader services are generally not a line item in editorial budgets.

A majority of the editors FOLIO interviewed could only "guesstimate" the number of requests they receive from readers. They pointed out that,

very often, everyone from the circulation director to the publisher's secretary fields reader requests, and that it is practically impossible to provide an accurate estimate of their number.

However, many editors did say that if the number of requests from readers were to escalate dramatically, they would most likely reconsider their policies.

"Everything is probably fine until someone on the magazine finds out that reader services are costing a fortune," hypothesizes Sutton of *California Health Review*.

"You probably don't think about reader services until you examine the costs," he continues. "But, if all the people on the staff were to keep track of the number and type of requests, and were to keep a log of how much time the requests took and how many copies were made at the copying machine—then, at some point, someone on the magazine might decide it was time to change the policy."

Scanner data

(Continued from page 43)

don't use scanner data is that all a supplier can sell me now is information saying how many copies of my magazine were sold in a given time period. But from the standpoint of utilizing the information, unless it specifies issue date so I can identify how many copies of a given issue were sold, what good is the information?"

Both Gantz and Edwards, however, believe the potential for scanner data application is limitless, once the problems of accuracy, timeliness, and issue date are ironed out.

"Statistically and mathematically," says Gantz, "we can probably get around the issue-date problem. But it may take five to 10 years to increase the accuracy of the data. This can only happen as more retailers begin to scan. Then, the suppliers will become more sophisticated, and their samples will get better."

According to the Food Marketing Institute (FMI), a supermarket information service, approximately 7,500 supermarkets are currently scanning. With stores converting to scanners at the rate of 140 to 150 a month, FMI estimates there will be 11,280 units with scanners by 1985. But that is still a small percentage of the estimated 170,000 supermarkets in operation today.



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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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Short-run paper buying
Production survey update

Your database &
software market: Is the
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Point of view:
Stop battling television

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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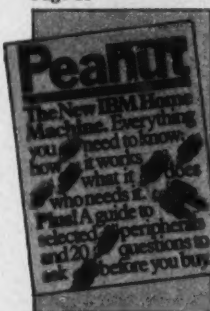
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Management

'Ad sales strategies narrow and short-term': MPA's Gorog

New York City—Up to 95 percent of magazine sales calls are made after the agency and the advertiser have determined what media to use. As a result, magazines are given a small slice of the advertising pie and salespersons tear each other up fighting over this small piece.

This is the opinion of William F. Gorog, president of Magazine Publishers Association (MPA), who has been making an appeal to magazine management to make earlier contact with ad agencies and advertisers, and to talk with people who decide the media mix.

The MPA has a campaign to inform the advertising community that network television is losing audience to cable and that television dollars should be diverted to magazines, but this message is lost if magazines don't do their part to see that the information affects media choices, Gorog contends.

"This whole issue is tied to a unique opportunity that our industry has right now," he says. "And that is to take advantage of the recognized fact that there is serious erosion in network television viewing. This erosion has raised a lot of questions in the minds of advertisers. They are concerned about whether they are getting the bang for the buck that they need for the sometimes outrageous expenditures made for network television buys."

"As a result, some of the more sophisticated clients, such as Campbell's Soup and Procter & Gamble, which really make their own decisions about media mix, have started to move a lot of dollars from television into magazines. Campbell's Soup is tripling its magazine buy in its upcoming budget. That money is coming out of network allocations. But these clients are sophisticated; they've done their homework and they know what's going on. There are lots of companies out there spending between one million and seven million dollars on advertising that need to be reached."

MPA is encouraging magazine

sales staffs to go after the \$15 billion to \$16 billion spent on network television each year. Magazine industry ad revenue is only about \$3.5 billion. "If we take 10 percent of network TV revenue and move it into print, we've increased our revenues 50 percent," Gorog reasons.

Marianne Howatson, senior vice president/marketing development, MPA, pointed out that magazine salespeople are not taught to think of the bigger media picture. "Traditionally, when salespeople go to an agency and find out that money isn't allocated to magazines, they fold up their tents, go back to the office, and write a memo assuring their publisher that an ad from that client will not appear in a competing magazine."

Another problem, she explained, is that salespeople aren't educated about dealing with television. "They don't know the first question to ask about why people buy television, and they don't know how to counter the responses. Too much of the focus in magazine ad sales has been on just fighting each other," she says.

Still another problem—the most important and the most obvious—is that the incentive programs are based on pages sold rather than on conversions of advertisers to print.

"There's a tremendous emphasis on the short-term," says Gorog. "People have to think beyond selling for next week or next month. If that's the only pressure that comes from the ad director—if incentive programs are scaled to that kind of performance—you're going to have the salesperson trying to take business from another magazine because that's the only place he can get it. I'm talking about longer-term planning—thinking ahead to late 1984 or 1985."

"If ad sales directors don't change their incentive programs, they should at least require salespeople to make calls on people who determine print allocations or who are not currently print advertisers. Salespeople should be told that, in addition to getting a certain number of pages, they must make a given number of cold calls per week or per month to people who determine media allocations."

Postal rate increase could take effect by October 1984

Washington, D.C.—Despite earlier predictions that a postal increase might be deferred until January 1985 (see *FOLIO: September 1983, page 28*), it now appears that a postal increase will go into effect in the fall, possibly by October. The U.S. Postal Service filed for a rate increase last November, and the Postal Rate Commission will act on the proposal within 10 months, or by September or October of this year.

After the Postal Rate Commission acts on the filing, it is then up to the Postal Board of Governors to decide when to implement the rate in-

Summary of rate changes proposed over current full rates	
Mail category	Percentage rate change
First class:	
Letters	15.9%
Cards	13.0
Priority	3.9
Express mail	4.3
Second class:	
In-county	24.6
Outside	
Nonprofit	-7.9
Classroom	40.9
Regular rate	11.7
Third class:	
Single-piece	5.6
Bulk rate regular	21.9
Bulk rate nonprofit	10.7
Fourth class:	
Parcel post	11.8
Bound printed matter	5.6
Special rate	11.3
Library rate	12.0
Weighted avg.	15.4%

SOURCE: U.S. POSTAL SERVICE

crease, explained Ed McCaffrey, assistant postmaster general for rates and classifications. Depending on the financial situation of the USPS at that time, the board of governors may decide that the rate increases should go into effect immediately, say by October, or can be deferred for a short time, McCaffrey said.

The Postal Service requested rate increases of 11.7 percent for regular rate second class and of 21.9 percent for third class bulk rate regular, commercial mail. First class rates will also go up, by 15.9 percent; the rate for a letter will go from 20 cents to 23 cents. The last rate increases went into effect in November 1981.

The rate increases are needed, McCaffrey explained, because the Postal Service has predicted losses for fiscal 1984 and fiscal 1985. The loss for fiscal 1984, which ends September 30, is estimated to be \$800 million. The loss for fiscal 1985, the year beginning October 1 of this year, is projected to be \$2.3 billion, unless the rate increases go into effect. The Postal Board of Governors authorized the Postal Service to file for rate increases last November when it saw the amount of the projected losses, McCaffrey explained, adding, "The governors just could not tolerate a loss that large."

Support editorial risk-taking: Moffitt

Southampton, Bermuda—Management and editorial have to be committed to editorial freshness, Phillip W. Moffitt, editor and president of *Esquire*, recently told magazine management at the Magazine Publishers Association (MPA) American Magazine Conference.

This commitment requires risks, which management must be willing to support, he said. Management must be willing to invest in fresh editorial; it must realize that changing the editorial format of a publication can be expensive and time-consuming, he added.

Further, he implied that management should expect no guarantees that all attempts at editorial freshness will be successful. "If you don't find some ideas are failures, you are probably being too cautious," he said. "You probably aren't being daring enough."

What happens when an attempt at editorial freshness is not successful? "Management is making a mistake if it punishes editors for failure, rather than rewarding success," he said.

"The question of editorial freshness reflects the most common breakdown between management and editorial," according to Moffitt. "I asked one editor about corporate policy re-

garding editorial freshness at his company, and he looked at me and said, 'Around here, they think the way to bring freshness to the magazine is to hire a new editor.'"

(See "Behind the lines," page 54, this issue.)

Collecting copyright fees from large users: progress is slow

Salem, Mass.—Magazines still aren't getting even a fraction of the copyright fees to which they are entitled from corporations and educational institutions. The problems of auditing use and collecting fees are massive, and progress is slow.

Although there isn't very much money being collected, many publishing companies feel it's important to participate in large-scale collection efforts to protect their copyrights.

Under the law, users are required to pay the copyright holder a fixed charge per copy—at a price determined by the holder. But how can this law be enforced? Who has the time and resources to audit the thousands of companies and educational institutions that annually reproduce millions of pages of copyrighted magazine material without permission?

The Copyright Clearance Center (CCC) was created in 1978 to audit and collect copyright fees from users, and then distribute any revenues collected to the appropriate copyright holders.

"Over 750 business, technical, scientific and medical publishing companies—including large firms like McGraw-Hill and Chilton—have registered with us since 1978," reports Virginia Riordan, CCC's marketing manager. "But in terms of money generated through our efforts, we've collected only two million dollars in four-and-a-half-years, and that is a very small portion of the money we believe is owed to copyright holders."

Publishers who are dubious about CCC's ability to monitor accurately the large user companies still join the organization for two reasons, said Riordan. "One, as a way of expressing their commitment to our collection program; and two, as a way of warning users that publishers are concerned with the extent of copyright infringement in our country."

The copying audits CCC has performed over the last five years—concentrating on large, industrial Fortune 100-type companies—indicate that the average amount of reproduced copyrighted material is about four to five pages per year, per employee (that's every employee, from CEO to night

watchman). Thus, a company with over 100,000 employees—at a current average cost of \$1.39 per copy—owes various copyright owners substantial amounts of money.

"But only if many publishers participate in CCC," says Riordan, "and only if they are willing to exert legal pressure on large institutional users, will the companies comply with the copyright law and allow themselves to be audited. CCC has no enforcement powers."

Recently, CCC developed an annual licensing program, which makes it easier for users to comply with the law. Under the new program, companies are no longer required to report every copy produced. "The old, transactional system involved employees filling out log sheets, which had to be mailed to CCC on a regular basis," explains Riordan. "A lot of companies found the paperwork burdensome."

Under the licensing program, however, companies are audited for three months, and an annual flat-fee rate is computed, based on the publisher's charge per copy: *Business Week*, for example, charges \$1.50 per article; *Sales & Marketing Management*, \$1.00 per page. The user company then pays an annual fee to the magazine.

According to Riordan, the new licensing program offers a "broadened and increased opportunity for publishers to collect user fees from large corporations that formerly were not cooperating with us, because of the burden of reporting."

To become a participating publisher, send for a registration form from CCC, 29 Congress Street, Salem, Mass. 01970. There is no registration fee, but CCC does charge publishers 50 cents for every copy reported.

Consumer Reports database debuts on new videotex service

Mount Vernon, N.Y.—*Consumer Reports* has become the first magazine to have a database available on Knight-Ridder Newspapers' Viewtron, a new videotex service that was introduced to South Florida consumers in October.

Viewtron is the first of several electronic services that *Consumer Reports* expects to be on this year, according to an executive of Consumers Union, which publishes the magazine.

"We hope to be involved with all the major videotex services by the end of 1984," says Richard Cross, associate director of Consumers Union. *Consumer Reports*, for instance, is currently negotiating with the Dow Jones

Production

5% more paper to be used in 1984: MPA paper survey

New York City—Publishers are expecting to use almost 5 percent more paper this year than last, according to the Magazine Publishers Association (MPA) paper outlook for 1984.

On questions about inventory, 80 percent of the 93 publishers responding to the survey reported a "normal" inventory, 8 percent reported "above normal," and 12 percent "below normal."

However, executives interviewed by FOLIO also noted that MPA's survey, conducted in the spring of last year, probably doesn't reflect market and inventory conditions as they stand now. There was a sudden and unexpected shift in the paper market in late June and July (See FOLIO: *October 1983, page 5*.) Publishers have had to order paper earlier to meet future deadlines; many magazines do not have the backlog of paper that they would like to have in their inventories.

Thus, MPA's figures would probably be quite different if the survey had been conducted in the lat-

ter half of 1983, conceded Herbert Linden, director of manufacturing of Medical Economics.

Linden pointed out that, because 1984 is both an Olympic and election year, there will be more demands on the paper market as well as increased ad page projections for the magazine industry.

McGraw-Hill Inc.'s director of manufacturing and distribution, Bill Sullivan, pointed out the tremendous and steady growth of the catalog business, which is also infringing on the availability of paper to the magazine

industry. But Sullivan said he could not tell whether the catalog business was going to continue to exert the same influence on the market.

According to MPA's survey of 93 publishers, projected total paper usage for 1984 is 1,429,365 tons, an increase of 4.8 percent over projections for 1983.

Of the total paper tonnage estimated for use this year, most is coated (groundwood or free) at 1,214,358 tons, a 5.2 percent increase from 1983's projections.

Coated groundwood continues to

Basis weights/printing processes used by magazines

Basis weights	1982	1983	1984
32-36 lbs.	53.7%	54.4%	54.2%
38-44 lbs.	25.5%	24.0%	23.8%
45-50 lbs.	9.7%	10.5%	10.8%
60 + lbs.	11.1%	11.1%	11.2%
Printing Processes	1982	1983	1984
Offset	62.1%	66.3%	67.9%
Gravure	30.6%	30.7%	30.6%
Letterpress	7.3%	3.0%	1.5%

SOURCE: MAGAZINE PUBLISHERS ASSOCIATION SURVEY CONDUCTED IN THE SPRING 1983. NINETY-THREE PUBLISHERS RESPONDED TO SURVEY.

Magazine paper needs — 1982-1984

		1982 (Actual)	% change from previous year	1983 (Projected)	% change from previous year	1984 (Projected)	% change from previous year
Total tonnage		1,333,193	--	1,364,162	+ 2.3%	1,429,365	+ 4.8%
Coated/Uncoated							
Coated	Groundwood	992,907		1,002,311		1,055,767	
	Free	141,874		151,812		158,591	
	Total	1,134,781	--	1,154,123	+ 1.7%	1,214,358	+ 5.2%
Uncoated	Groundwood	184,326		192,158		195,567	
	Free	14,086		17,881		19,440	
	Total	198,412	--	210,039	+ 5.9%	215,007	+ 2.4%
Groundwood/Free							
Groundwood	Coated	992,907		1,002,311		1,055,767	
	Uncoated	184,326		192,158		195,567	
	Total	1,177,233	--	1,194,469	+ 1.5%	1,251,334	+ 4.8%
Free	Coated	141,874		151,812		158,591	
	Uncoated	14,086		17,881		19,440	
	Total	155,960	--	169,693	+ 8.8%	178,031	+ 4.9%

SOURCE: MAGAZINE PUBLISHERS ASSOCIATION SURVEY CONDUCTED IN SPRING 1983.

be the predominant grade of paper used by magazine publishers, accounting for about 74 percent of total tonnage in 1982-1984. In 1982, 993,000 tons of coated groundwood were used. An increase to 1,002,000 tons was estimated for 1983, with 1,056,00 tons projected for 1984.

The survey showed that very little shift in basis weight is expected to take place in the 1982-1984 period: 32-36 lb. paper is expected to continue to account for about 54 percent of total usage; 38-44 lb. paper is expected to account for 24 percent to 25 percent; 45-50 lb. paper is expected have a slightly increased usage of almost 11 percent of total tonnage by 1984; and 60-plus lb. paper holds steady at just over 11 percent for the 1982-84 period.

The survey also revealed that letterpress continues to be on the wane, with only 1.5 percent of the survey sample indicating that they plan to use this process in 1984. Gravure is expected to hold a steady 30 percent share of publication printing for 1982-84. Offset continues to be the predominant printing process, with use expected to be at 67.9 percent this year.

On questions about roll size, 12 of the respondents (13 percent) said they planned roll size changes in 1983; 11 planned to go to narrower sizes, and one to a larger size.

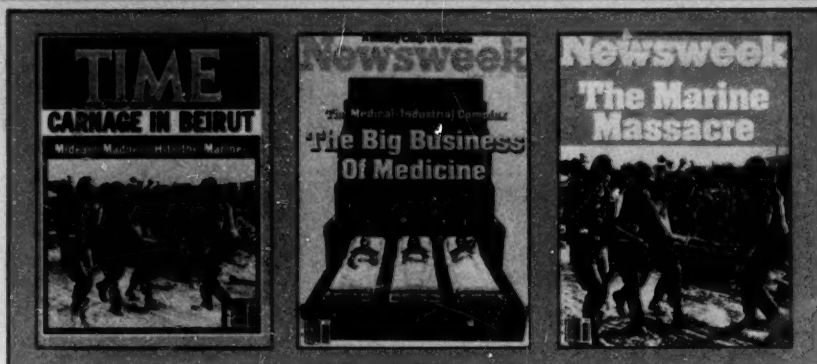
Time, Newsweek make quick changes after Beirut bombing

New York City—With the presses waiting to run, production managers at *Time* and *Newsweek* faced a stiff challenge October 30 following the bombing of Marine headquarters in Beirut, Lebanon: coordinating the largest unexpected remakes in the history of the magazines.

Editors at the newsweeklies ordered the remakes Sunday at 8 A.M.—the time both magazines normally begin their press runs, according to Gerard C. Levievre, editorial operations director at *Time*, and James M. Blackwell, senior editor for operations at *Newsweek*.

Time changed its cover and 40 inside pages, and contained 10 pages on the massacre. *Newsweek* redid its cover and 25 inside pages, and devoted six pages to the bombing. Both magazines used the same black-and-white photograph on their covers.

All five million copies of *Time* had the new cover, but 1.1 million of *Newsweek's* 3.5 million copies were distributed with the original cover, featuring a story entitled "The Big Busi-



Covers were switched quickly at *Time* and *Newsweek* following the bombing of Marine headquarters in Beirut, Lebanon. *Time* was able to remake the cover for all five million copies of its October 31 issue; *Newsweek*, however, could not change the covers of 1.1 million of its 3.5 million copies, because two printers had schedule conflicts. *U.S. News & World Report* had already run its covers. *Time* and *Newsweek* report that the tragedy prompted the largest unexpected remakes in the magazines' histories.

ness of Medicine."

"There was talk about ditching all the original covers," which had been printed Saturday night before the bombing, Blackwell said. "But we were hamstrung by the limits that the printers had."

Printers in Arkansas and Tennessee—two of the five printers *Newsweek* uses for its domestic edition—had schedule conflicts and were unable to redo the covers, he said. As a result, copies with the original covers were distributed in the South and Southwest, Blackwell said.

Levievre said remaking the magazine was more difficult for *Time* than for *Newsweek* because *Time's* original cover story was a special report that took up a large number of pages in the back of the magazine. "When you have a back-of-the-book cover story, last-minute change is a problem," he says.

But the difficulty of the remake was not the reason *Time* did not begin its press run until 24 hours later than usual, and 11 hours later than *Newsweek*, Levievre said. *Time* must begin its presses no later than six hours after its 8 A.M. starting time in order to meet its normal distribution schedule, he said.

More women than men manage production, ABP survey reveals

New York City—Responses to a recent American Business Press (ABP) production management survey indicate that there are slightly more women than men holding managerial positions in magazine production departments.

Of the 98 respondents to the survey, 50 percent were female and 48 percent were male. (The remaining 2

percent did not answer the question.) Although the report did not indicate the number of responses for a similar survey taken in 1980, the report stated that this year's sample contains more responses from women than the prior study.

Other personal statistics about production managers and directors indicated that 24 percent of the respondents were under 30 years old; 31 percent were between the ages of 30 and 39; 76 percent had attended or graduated from college; and 76 percent had worked in production for five years or more.

Half or more of the respondents answered that they were responsible for the following managerial duties in their jobs: setting production department policy; setting qualifications for employment in the production department; checking and approving print bills and comparing them with mechanical budget; reporting and analyzing all quality complaints involving paper, printing, engravings and film; meeting closing dates and granting extensions; setting policy on such matters as advertising material returns and copy requests; maintaining space records of publications.

Areas of responsibility in the manufacturing process noted by half or more of the respondents included makeup of publication and determination of size of particular issue; layout of forms depending on color imposition and forms available for both ads and editorial; pasteup of advertising pages; positioning of advertising in publication; review of final dummy with editorial and advertising managers as to overall appearance, competitive advertising, editorial balance and special position guarantees; preparation and issuance of printing instructions

You have a two-year window to exploit the exploding arena of electronic publishing and cash in on the advantage you have with your loyal audience. Wait—and you'll miss the chance to establish yourself at low cost.

Database & software opportunities: Finally the time is right

By Haines B. Gaffner

If magazine publishers are tired of hearing about personal computers and electronic publishing, it's not surprising. The exhortations to get involved have been relentless. Most of you have waited—and probably that's been the wise decision: To date, far more money has been lost than made in electronic publishing.

But the field has suddenly been blown wide open by the surge in sales of micros. A host of distribution channels are falling in to place to feed information to millions of these hungry machines. Magazine publishers' waiting game has now been called.

As a publisher, you have a two-year window to exploit this exploding arena and cash in on the natural advantage you have with your loyal, captive audience. Wait, and the opportunity to establish yourself easily and at low cost will have passed. By 1986, there will be too many experienced, clever players in the markets you now own, and your entry costs and chances of failure both will have increased.

What change has caused this urgency as we enter 1984? *The conver-*

Haines B. Gaffner is president and founder of LINK, a market research and consulting organization specializing in the new electronic media. LINK monitors and analyzes developments and interface trends between competitive and complementary information technologies such as personal computers, online databases, videotex, cable television, and videodiscs.

Gaffner has over 22 years of experience in the information industry, was president and a co-founder of FIND/SVP, is on the Board of Maple Press, and was on the Board of the Information Industry Association for seven years.

gence of the information and personal computer industries! This convergence has created the following near-term opportunities for virtually all magazine publishers:

1. The opportunity to sell personal computer software to your hungry readers.

2. The chance to get information in your magazine's subject areas in electronic form (i.e., databases) for access by communicating personal computers—which are rapidly becoming the terminal of choice in the offices and homes of your readers.

3. The opportunity to sell ads to personal computer hardware and software suppliers—who possess huge ad budgets and are seeking a variety of sources to get their messages out fast.

The pace of growth in these two converging industries is at the boiling point, and the heat will be sustained for the next two years. The beauty of this for you as a magazine publisher is the variety of ways to stake out your place—now. Creativity and entrepreneurship abound in moving electronic information and software to the rapidly increasing base of users: There are many today and will be more tomorrow who are your readers. The dozens of new marketing concepts under development offer you many opportunities for co-venturing at low cost.

How did the convergence happen?

User demand is proving to be the determining factor in the rapidly blossoming romance between the information and personal computer industries. The integrated services emerging in the marketplace promise to enable users to do a lot more with both software and information than they could do with either alone or both. And when the customer is happy, everybody benefits. Worldwide fascination with the personal computer has catapulted

information into public view to create the personal information revolution.

Virtually overnight, the personal computer industry has become a major force in society. Two years ago the personal computer was still largely a hobbyist's plaything, and a modem sounded to most people like a device from Mars. Then, in December 1982, *Time* magazine gave its benediction to the idea that a revolution was truly coming in the wake of the personal computer by making the computer "Machine of the Year."

The rest is history. 1983 has witnessed an expansion not even the most alert of companies could have envisaged. Philip Estridge, IBM personal computer launch leader, recently revealed that IBM's 1985 target numbers were excelled in 1982, the first full year of rollout. Does anyone *not* know someone who's involved in buying or using a micro?

Get involved now

The personal computer is creating a de facto standard for the delivery of information—and it will trigger a rapid acceptance of "electronic" delivery by existing information companies and a horde of entrepreneurial start-ups. The constant outpouring of new databases will continue, along with an ever increasing variety of software to make the personal computer a powerful tool for information services. Magazine publishers should participate with their own databases and become software publishers, or distributors.

Together, these two industries will reach \$11 billion in revenues by 1987. The most widely accepted forecast of North American electronic information revenues (from the sale of information delivered electronically) projects growth from \$1 billion in 1982 to about \$3 billion in 1987.

This growth by 1987 could dou-

ble as the impact of the communicating personal computer becomes more evident. The personal computer software business alone (sans hardware) for U.S. suppliers will have soared from the same \$1 billion in 1982 (Table 1) to approach \$8 billion in 1987. And users are just beginning to appreciate the combined benefits of stand-alone software plus access to databases.

It's simply one of those rare cases where everybody gains: information providers, micro hardware/software suppliers, and the end user. No losers—except the slow-footed!

By 1987 there will be almost 60 million personal computers installed in the United States. Over half are likely to be equipped with modems—the essential devices that enable the personal computer to communicate over telephone lines with remote databases. Other transmission media, such as

ists like stock broker/trader/analysts, economists, market researchers and librarians, to a broad new market of users in business, the professions and the home. Until the personal computer surge, the online database industry was marooned on something like the chicken and egg question: not enough terminals were present in the marketplace to justify the entrance of many publishers, and the mass market of potential database users were not enticed into obtaining terminals because of the more or less correct perception that only a limited number of specialized databases were available.

The communicating personal computer has changed all that.

Software: The dramatic change

Results of the 1983 LINK/IDC annual survey of 5,000 personal computer users in many market segments

information about new software packages from trade publications. This reinforces the importance of obtaining software and database reviews in these magazines, plus news stories. Advertising also seems to be doing its job, being the second most important information source for future software purchases (41 percent). This emphasis on magazines by users explains your natural role in this market.

In fact, a major reason for the surge in online database interest by the personal computer owner has been heavy coverage in the incredible array of magazines covering the industry. One recent survey counted 70 such magazines, and with each trying to "look different," they all seemed to discover the personal computer/modem/database link about May 1983. Since then, hardly an issue of any of these magazines is without an article

TABLE 1

Worldwide revenues of U.S. personal computer software suppliers: 1981-1987

SOURCE: LINK RESOURCES CORP.

	1981	% GROWTH	1982	% GROWTH	1983	% GROWTH	1984	% GROWTH	1985	% GROWTH	1986	% GROWTH	1987
HARDWARE MANUFACTURERS	190	92	365	56	570	52	865	47	1,275	42	1,810	34	2,420
INDEPENDENTS	240	108	500	75	875	60	1,400	53	2,145	43	3,070	34	4,110
SYSTEMS HOUSES	50	100	100	46	146	68	245	62	397	57	625	47	920
TOTAL (\$M)	\$480	101	\$965	65	\$1,591	58	\$2,510	52	\$3,817	44	\$5,505	35	\$7,450

radio and satellite, cable and optical disc media, will also tie in to the personal computer; this will provide a selection of different channels, each competing to offer the best economics of delivery.

Database access is an aftermarket

Magazine publishers should gear up to take advantage of the surging personal computer installed base. Few personal computers are being acquired to access databases initially (although the percentage has risen over the past few years). Even more than peripherals and software, online database usage is an aftermarket, and will remain so during 1984-85. First sell your market software.

The personal computer is being purchased for a host of applications, business and personal, around which the personal computer software industry is growing. In early 1983, database access accounted for 36 percent of business/professional use—primarily for in-house data retrieval. And there is growing usage of personal computers for business purposes in the home (roughly 50 percent).

Communicating personal computers are already propelling the expansion of the online information industry from serving primarily special-

(completed in mid-1983) emphasized the current aftermarket status of database access. Online usage is only now being recognized as an application. This will change dramatically during 1984-86, the time when publishers should roll out their software offerings as they build their database offerings.

Word processing maintains its number-one status as the primary software application. Following in order of priority are programming, spreadsheet analysis, financial analysis and personal uses.

A finer application breakdown can be had by looking at the most important software packages from the user's viewpoint. VisiCalc remains the leader, despite all the "visiclones" and the emergence of integrated software packages like 1-2-3. WordStar is number two, and there are five other word processing packages in the Top 15. Database management software (DBMS, as dBase II) is a crucial application, but not implemented until the user is competent with the system. Other applications mentioned were accounting, engineering/scientific, games, graphics, home education and school education.

Magazines make the difference

Nearly 90 percent of users get in-

formation about new software packages from trade publications. This reinforces the importance of obtaining software and database reviews in these magazines, plus news stories. Advertising also seems to be doing its job, being the second most important information source for future software purchases (41 percent). This emphasis on magazines by users explains your natural role in this market.

One result of all this attention is an increase in modem purchases: The modem is now the most acquired peripheral item after the initial personal computer purchase. Sixty-four percent of purchasers now get a modem, up from only about 18 percent one year earlier. Within two years, many personal computers will be delivered with the modem built in. In the office, by 1987 the modem will be virtually standard equipment as part of the personal computer workstation. By 1987, even 56 percent of home personal computers will have modems. This is why the videotex industry in North America is adopting the communicating personal computer as its primary vehicle for near-term growth.

Multiple distribution channels: the key

The primary push behind the huge growth in sales of the personal computer has been the successful development of a wide array of channels of distribution for both hardware and software. Channels used to distribute software products include hardware manufacturers, systems houses, distributors, retail stores, direct sales,

"The personal computer is creating a de facto standard for the delivery of information. Magazine publishers should get involved by developing their own databases and becoming software publishers, or at least distributors."

mail order and other emerging channels. The 1983 LINK/IDC user survey indicated the four most important sources for software purchased after system acquisition are, in order of importance, mail order, retail stores, direct from vendor, and, with a surprisingly low rating, software-only stores. The growing acceptance of mail order is the motivator for publishers to offer software products in their pages. Also, considerable change is under way, opening the 1984-86 window.

The traditional software distribution structure of author-publisher-retailer-user is changing through vertical integration as the industry matures, and through the emergence of traditional publishing channels as a parallel path for software marketing (Figure 1). As competition widens, an ongoing fragmentation of distribution channels is bound to occur. The shelf space, service, packaging and promotion provided by/for any single type of outlet is limited. Specialties centered on price, function and application will narrow. Thus, market strategies will be based on various sets of distribution alternatives, often overlapping a number of vertical or horizontal marketing approaches.

The relationship of five categories of software-based products (entertainment, producing, education, training and information) to personal computer market distribution channels is characterized as horizontal or vertical. Horizontal channels include those that market products generically (home computers, videotex, micro magazines, all software); vertical channels are those best suited to deliver products to specialized, niche markets (real estate agents, nine-to 12-year-olds, amateur meteorologists). This matches the breakdown of the magazine industry into general and special interest publications.

Not only are personal computers becoming the locus for the application of business and professional information to decision-making, but personal computers and software have become extensions of simpler educational tools in the classroom. People who are accustomed to spending leisure time at home in an easy chair reading a magazine are now beginning to spend some hours of leisure time in front of a CRT screen.

The birth of an industry

The software publishing industry was born when certain astute entre-

preneurs recognized the opportunity to organize the results of the very prolific but scattered genius of a growing army of software developers who were creativity-rich, but resource-poor. Two of the earliest software publishers, Lifeboat Associates and Personal Software (now VisiCorp), essentially accepted submissions from authors and assumed the role of midwife in getting the finished product to market.

In the rapidly evolving structure of personal computer distribution channels, the following roles emerged:

- Author:** A company or individual responsible for actually creating a software product.

- Publisher:** A company performing the functions of evaluating, editing, packaging, manufacturing, marketing, promotion, and distribution for software products. Within this broad range of functions, two trends can be identified: 1) the Publisher/Developer, which has integrated internal authorship with its other functions; and 2) the Publisher/Distributor, which is able to exploit its strong integration in the other direction, distribution, by providing distribution for the software lines of other publishers as well as its own.

- Distributor:** This category includes companies providing a link between the entire software publisher and the retailer or end user; large retail specialty stores and mass merchandisers; the operators of telecommunications media; hardware manufacturers that provide some of their own retail channels; and mail-order houses selling directly to users.

Financial remuneration generally is made on a royalty basis with the publisher turning over a certain percentage of the package price to the author. In many cases, these publishing agreements are nonexclusive, especially in cases where the package is provided by a company with an established sales organization. The issue of support provided the product by author or publisher is a sensitive one: The amount required or available from the author will increasingly help determine a publisher's product line.

During the evolution of the "traditional" software publishing business in its five-year history, there has been a growing shift in emphasis, from publishing as a company's sole activity, to one of the varied ways that a variety of companies can participate in the lucrative software marketplace. To capture

more of the software publishing pie, hardware manufacturers, established software houses, book publishers, a broadcaster (CBS), and a video programming house (Children's Television Workshop, producers of "Sesame Street") have entered the market.

The emergence of new participants in the personal computer software business (the book publishers in particular, with their extensive sales forces and established distribution channels) increases the possibilities for cross-fertilization between these various kinds of providers and distributors of personal computer software. Magazine publishers can participate in a variety of these possibilities, depending on the amount of investment and risk they are willing to assume.

Be ready for the future

As the software industry matures and the installed base of communicating micros expands; your database products should be ready. As you study the market opportunities and forecasts, remember that you have a variety of options for involvement. The simplest and least costly is to put portions or all of your text information "up" on a public online service such as NEXIS, which carries numerous magazines now.

More aggressive is to utilize a private label distributor, which provides the publisher a turnkey system for an ongoing fee. The publisher must provide sales, marketing, invoicing, positioning and financing, so the investment and risk increase accordingly. (For a full discussion of pros and cons, see FOLIO, August 1983, page 24.) Table 1 reveals many markets open for exploitation by both general and special purpose magazines. Let's look at some with the most promise to your industry.

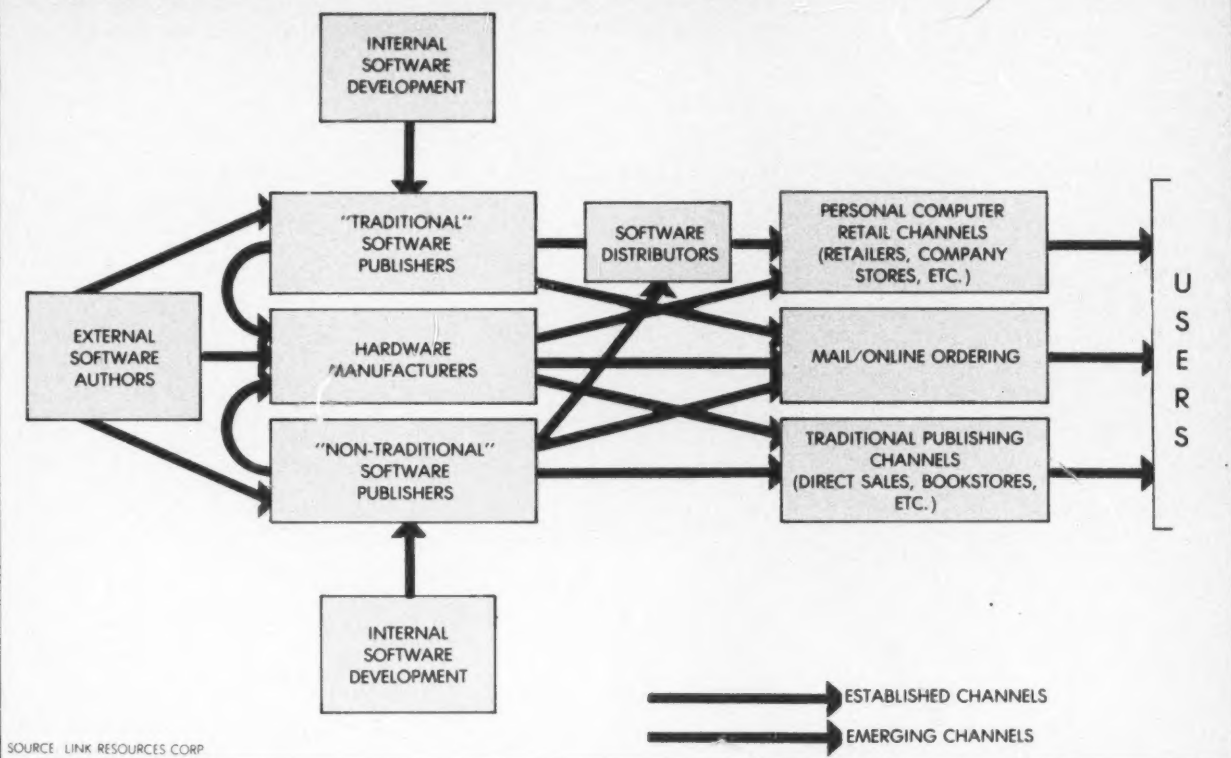
Consumer information services

Consumer databases must be defined not by their context of usage (business and professional information is now and likely will increasingly be accessed at home as well as the office), but rather by content. That content might be educational, such as in the case of online encyclopedias, information that leads to a purchase decision (shopping information, restaurant guides, etc.), news, or even entertainment information—to name the most obvious categories.

To date, those who have tried

FIGURE 1

Changing software distribution channels



have not been successful in selling consumers information delivered via terminal. Prestel has been a well-publicized flop in the home market; The Source is redirecting its efforts toward business; and CompuServe Information Service, though reportedly profitable, is the first to point out that revenues from communications (especially C-B, a kind of cocktail party conferencing service) and games far surpass information in garnering revenues.

The disappointing evidence of a home market for electronic information has not deterred planners at many major companies, however. Dow Jones, for example, has been adding a number of consumer-oriented databases (Grolier's Academic American Encyclopedia, movie reviews, sports and weather) for its rapidly growing contingent of home users, with a long-term eye on fixed-price cable delivery to the home.

The market for two-way consumer information services will grow rapidly over the next five years, driven by home computers that will increasingly be equipped with modems. Revenues from consumer databases of \$10.5 million in 1982 are expected to compound annually at 76.2 percent, reaching \$178.5 million by 1987.

The opportunities present in targeting a specific professional user group, evidenced by Mead Data Cen-

tral's success story with its LEXIS service for lawyers, have begun to be explored in other professional areas as well. Two of the most relevant are medical professionals and farmers.

Medical information services

1983 has seen the beginning of two major initiatives to develop the medical information services market: the GTE Telenet Medical Information Network, or AMA/Net, and BRS Medical Group's Colleague System (originally called Medical Information Retrieval System, or MIRS).

AMA/Net provides data on drugs, diseases, nonclinical aspects of health care, and medical procedure coding and nomenclature licensed and maintained by the American Medical Association, along with communications offerings such as electronic mail and bulletin boards. Pricing is in the \$25/hour range.

Colleague's focus is on information for emergency medical care. It involves the use of a fairly elaborate microcomputer-based system for searching full-text information stored locally on hard disk or on the BRS mainframe, and incorporates a videodisc player for retrieving still frame medical diagrams. Its pricing is in the range of \$1,000/year. According to the AMA, there are over 450,000 MDs in the United States, and almost 11,000

group practices of three or more physicians. There should be growth in penetration of about 100 percent a year for the next two years, with even faster growth in 1985-1987, resulting in an average annual compound growth rate from 1983 to 1987 of 128.9 percent.

Farm information services

Online services for farmers have emerged in the past year as a particularly fast-growing market. Revenues for 1982 reached \$5 million and are expected to grow to \$52 million by 1987. Much of this growth is the result of the rapid proliferation of personal computer use by farmers (one indicator being the rapid proliferation of software companies and newsletters devoted to agricultural computing).

Farmers are proving to exemplify the information-intensive small business par excellence, and represent yet another very large potential market. There are 2.3 million farmers in the United States, of whom 250,000 earn gross revenues of \$100,000 or more per year. The penetration of personal computers currently stands at 2 percent to 3 percent, but in five years it is expected to reach 20 percent.

Industry-specific databases

Databases in this category contain economic data and a wide variety of information pertinent to a particular

industry. The total market for industry-specific databases is currently worth \$28.2 million and is expected to grow to \$73.4 million in 1987. The use (and expected growth in the use) of these databases varies with each industry and depends on how information-intensive the industry is as well as the economic climate within the particular industry.

General business and industry

This market includes databases that provide bibliographic coverage of business and industry, such as ABI/Inform, the Predicasts databases, Management Contents and Information Access Corporation's Trade and Industry Index (the latter two owned by Ziff-Davis), as well as databases of industrial companies and establishments such as X/Market, and Dun's Market Identifiers, a similar database produced by the Dun's Marketing subsidiary of Dun and Bradstreet.

Overall, this market, which accounted for only \$10 million in revenue in 1982, is expected to grow at a healthy 25 percent average through 1987.

Industrial directories and catalogs

The market for online directories and catalogs, a secondary business for many trade publishers, is currently worth \$1.8 million and is expected to grow to \$8.4 million in 1987, an average annual growth rate of 36.1 percent.

Current offerings include Market Data Retrieval's various electronic yellow pages directories, including the Construction Directory, Financial Services Directory, Professionals Directory, Retailers Directory and the Wholesalers Directory.

Also available online are CAT-FAX: Directory of Mail Order Catalogs produced by Grey House Publishing, Inc.; and Energynet, a directory of energy-related organizations and foundations that provides information on nongovernment and nonprofit groups.

Catalogs available online include the many book and periodical catalogs such as R.R. Bowker's *Books in Print* and *Ulrich's International Periodicals Directory*. But the greatest growth is expected in industrial catalogs such as those produced by Information Han-

Magazines' approaches to software and databases differ

Let's investigate specifically how magazines can be involved in offering their information and know-how in electronic form. At this point, the primary example of actual participation is by business and news magazines in online databases. A growing number are regularly feeding their full text to NEXIS, the online service operated by Mead Data Central (MDC). Publishers receive a royalty of 20 percent of the online revenue paid by users to MDC. Users generally search NEXIS by subject and key word, rather than by publication. As a result, users are frequently introduced to information from magazines they would not have read on a routine basis. Because of high user interest in computers, for instance, *Computerworld* has received royalty payments considerably larger than anticipated.

At launch in 1980, NEXIS had only two magazines: *The Economist* and *Dun's Business Month*. (NEXIS also includes newspapers, newsletters and news wires.) A major milestone was reached when McGraw-Hill signed up some 30 business publications, and later agreed to offer about the same number of newsletters. Among those of McGraw-Hill currently online are *Business Week*, *Aviation Week* and *Space Technology*, *Chemical Week* and *Electronics*.

Several magazine publishers have become more deeply involved in the online database business:

- *Reader's Digest* acquired a majority position in The SOURCE, a mass market, online distribution service.

- *Billboard* offers direct online access to its weekly chart information, as described fully in FOLIO, August 1983, page 23.

- *InfoWorld* offers its weekly software reviews on the CompuServe online service.

- McGraw-Hill offers an online market maker service for the chemical industry over the I.P. Sharp online service. News and price data are used from *Chemical Week*, *Business Week*, *Chemical Engineering* and other related publications and newsletters.

- *American Banker*, owned by

International Thomson, is the prime supplier along with other magazines' data of ongoing news on InnerLine, an online service aimed entirely at the banking industry.

- AgriStar is a comprehensive online service enabling farmers to access a variety of information using their communicating personal computers. *Farm Futures* is among the magazines participating.

- AskUs is a New York City clearinghouse enabling publishers to place their classified ads on several networks through a bulk arrangement with AskUs.

Put your data in electronic form

Consumer information services are in their early developmental stage. During 1984-85 there will be rapid growth in the number of users at home accessing online databases with their home computers. Should you first offer personal computer software or online databases? Neither is possible until your information is in electronic form, so that comes first. With that accomplished, you can go either way as the market unfolds. Databases can be offered online, or on a floppy disk to run on a personal computer.

Some information lends itself better to one medium than the other. Because marketing and operational costs will vary depending on which way you go, here is your basic guideline: If your information is timeless, more in the "how-to" category, start first with a software program. If your content is news oriented, requiring an ongoing update aspect, start with a database.

While software could be produced by your firm, more frequent will be a co-venture with a software firm, with you providing the subject know-how. The software packages that sell well in your magazine (it's a "hit record" type of business) would then be sold through other distribution channels, capitalizing on your name. *Playboy* has done this with its *Playboy Clubs*, and more recently with its *Playboy CATV* network.

Consumer database possibilities

In the future, you could well find such timely databases as these:

are characterized by the following:

- A retrospective emphasis.
- Sophisticated search software.
- Relatively high prices.

The videotex-type news services have different distinguishing characteristics:

- Limited maintenance of retrospective coverage, with the emphasis

dling Services and other providers of parts and equipment information.

News databases

The market for interactive retrieval of news information is really two markets, classified as news "archives" and news delivered over "videotex-type" services. The news archives

• *Vogue* extracting from each issue the evolving world of fashion, continuously updated as to what's in and what's out, and current best buys.

• *Skiing* offering ski conditions at major resorts.

• *Money* offering current tax shelters and status of participation, and when they might be sold out.

• *New York* offering movie, theater and restaurant reviews, and what's happening around town.

• *Better Homes and Gardens* offering recipes and nutritional information that either is duplicated in the magazine itself or is drawn from excess material that could not be included in the magazine. Actually, they have tested such a service on CompuServe.

Personal computer software

Selling software to your readers is an exciting new opportunity. The major success scored by mail-order sales of software proves that micro users would be willing to purchase software from the pages of your magazines. Computer magazines have already ventured forth in this direction, a natural extension of their service to their readers. Ziff-Davis has launched a monthly magazine that actually delivers diskettes to subscribers.

Hayden Publishing Company has for some years seen personal computer software as a natural extension of its business. Hayden publishes books and magazines, and has handled software related to its basic business field, as well as totally unrelated software, such as games.

A primary example of this trend is the direction taken by *Successful Farming* magazine. They sell two custom-developed software packages of management programs for farmers. The costs of the packages range from \$89 to \$500. One program helps farmers watch the commodity market, and another helps them estimate needed quantities and costs of pesticides and herbicides. Five new programs are under development. The magazine feels software programs are a natural extension of its service to readers and a means to leverage its franchise in the farming market.

(For details on this example, see FOLIO, August 1983, page 7.)

Looking ahead, one could visualize the following types of programs being offered by consumer magazines:

• *Glamour*, with software for developing your own personal fitness program, based on your age, size, weight, complexion, etc.

• *Seventeen*, with programs for improving scholastic test scores.

• *Money*, with software for personal financial planning and tax preparation.

• *Sports Illustrated*, with programs for running swim meets, tennis ladders, and season-long golf tournaments with built-in handicap systems.

• *Forbes*, with an Investment Software of the Month Club that offers members a monthly selection of software useful in portfolio analysis and investment selection.

• *Gourmet and Bon Appetit*, with programs delivering recipes for cooking a la Chinese, Mexican, Indian, etc., and for desserts, salads, fish, etc.

• *People*, offering a Game of the Month Software Program, such as the record clubs.

• *Working Woman*, with software for self-improvement and finding a job.

Business magazines will have an easier time reaching an audience of buyers. The personal computer in the office is beginning to standardize around the IBM operating system. Other interface devices have been developed so that the standardization problem between personal computers should not hold back sales.

Business magazines can offer, on a co-venture basis, software that is needed in virtually any business: accounting, financial analysis, graphics, word processing and scientific problem solving. There are over 100 word-processing packages now available. However, the trend in the software industry is to develop solutions on a vertical industry basis. Therefore, those many business magazines servicing specific industries should soon find software developed that will accommodate needs in their industry.

distributors of electronic news archives (both abstracts and full text) in 1982 accounted for \$19.38 million and is expected to grow to \$130.22 million by 1987. Many magazines are already covered in these database services. It is a market currently dominated by Mead Data Central's NEXIS; Dow Jones News/Retrieval; *The Toronto Globe &*

Mail's INFO GLOBE; and various newspaper and magazine indexes.

News over videotex-type services

The market for news delivered by videotex-type services produced revenues of \$15.9 million in 1982, a figure expected to reach \$137.0 million by 1987. While most participants are interested over the longer term in the "home market," the office market is the focus of short-term expansion. The market leader here is Dow Jones News/Retrieval. Other factors include Dialcom, which was acquired late in 1982 by International Telephone and Telegraph (ITT); The Source, where UPI's news has been the most frequently accessed database; CompuServ Information Service, which retains the most successful of those newspapers participating in the CompuServe/AP electronic newspaper experiment; NewsNet, which has well over 100 newsletters available; and NewsTrack, a Dialcom/UPI joint venture.

The future growth of this market is expected to be fueled by a number of new entrants, including regional videotex services. But many videotex information services, particularly regional networks, will likely become advertising-supported after an initial period of direct support by users. This shift to an advertising-supported basis accounts in part for the slower growth after 1986, which is also a result of a trend toward increasingly niche- and industry-oriented packaging—moving traditional "office videotex" news revenues into other market categories.

The window is open: Get involved

Magazine publishers have always been in the business of supplying information. Now is the time to leverage the market you've built by selling it software and information in database form. The explosion in acceptance of the communicating personal computer has opened the window wide. But you're dealing in a very dynamic arena where competition by 1986 will be fierce and intense. If you get involved now, your timing will be accurate. As 1984 rolls by and 1985 dawns, your window will be closing. By 1986, the curtain could well have been drawn. □

on current news.

• Easy-to-use, menu-driven access techniques.

• Relatively "popular" prices.

These categories are converging, and will become increasingly blurry.

Electronic news archives

The North American market for

FOLIO's second production trends survey charts the answers of 253 production managers to a range of questions affecting the industry.

The 1984 Production trends survey

By Barbara Love
Executive Editor

What are the trends in magazine production? Do production managers expect a paper-supply shortage in 1984? What typesetting changes do they have planned? Do they think the quality of ad reproduction has improved? Is management more understanding of production department problems?

To find out the answers, FOLIO conducted a survey last fall. Two hundred fifty-three production managers participated. Three years ago, FOLIO conducted a similar survey. Because many of the questions are the same, some interesting differences are revealed when the answers to the two surveys are compared.

More expect paper-supply problems

More executives in this survey expect paper-supply problems in the year ahead than expected them three years ago. This time when we asked production managers if they expect paper-supply problems in 1984, 42 percent said "yes." When the same question was asked for the 1981 survey, only 13 percent said "yes." At that time, production managers were in the midst of a severe paper shortage that began in 1975 and reached a crisis point in 1979 and 1980. In 1981, production managers were expecting an easing of the crisis—and they were right.

The large percentage of production managers who think there will be a paper shortage in 1984 were beginning to experience shortages in late 1983 when they responded to the survey. Further, paper shortages in 1984 had been expected. In a feature article published in FOLIO in January 1981 (page 64), experts agreed that a paper shortage would once again develop in 1984. They based their predictions on machine announcements made at that

time. No U.S. manufacturer had announced any new paper capacity for 1984, and magazine demand for paper was expected to steadily increase. In 1980, St. Regis Co. predicted an overcapacity of U.S. produced coated groundwood of 102,000 tons, and a shortfall of 55,000 tons in 1984.

What really took people by surprise was not that a paper shortage developed, but that the shortage came earlier than expected. This may be because many magazines recovered very well from the recession in the second half of 1982; some even announced record advertising pages.

Fewer switching to lighter weight

Only 10 percent of respondents said they plan to reduce the paper weight for text or cover stock in 1984, as compared with 24 percent who said they would take this step in 1981.

Many publishers have been moving to lighter weights over the last few years. Because no postal rate increases are expected in 1984, there is no great incentive to further reduce paper weight. The situation could change in 1985, of course, when postal rates are expected to rise again.

About the same percentage of respondents on each survey said they planned to move more pre-press work in-house (40 percent vs. 39 percent). This question requires more research to determine what pre-press functions are being referred to. A few magazines are moving black-and-white camera work in-house. Conventional wisdom today says that fewer publishers are moving typesetting operations in-house.

45% changing typesetting method

The most common method of typesetting among respondents is in-house (43 percent), followed by outside supplier (33 percent), and then interfac-

ing (14 percent). Forty-five percent expect to change the way they set type in the next two years. Those who use outside typesetters indicated they are most likely to change methods (63 percent), followed by those using interface (44 percent). Those with in-house operations are the least likely to change (31 percent), according to FOLIO's survey.

Thirty-six percent of respondents said they expect to have an electronic editing system in the next two years. In the fall of 1980 when FOLIO posed that question, we asked how many expected to purchase electronic editing systems in the next five years. Fifty-five percent said they had plans to do so.

Because a lot has been written about printers' War on Waste programs, FOLIO decided to ask a new question this year: "Has your printer been able to reduce waste in the last two years?" Fifty-three percent said "yes."

On the quality issue, a smaller percentage this time around said they are satisfied with the advertising reproduction quality in their magazines (76 percent vs. 86 percent). When asked this year if they are satisfied with the quality of materials supplied by advertisers, only half (51 percent) said they are.

The percentage of magazines specifying the use of SWOP standards has grown only slightly (from 57 percent to 60 percent), despite persistent efforts to have all parts of our industry adhere to them.

Are advertisers demanding better quality reproduction? Sixty-eight percent said "yes" three years ago, versus 61 percent today.

The majority of magazine production managers say that the quality of ad materials is checked both by their production departments and their printers (59 percent). Seventeen per-

cent say it's checked only by the magazine; 12 percent say it's checked by the printer.

Most magazine production managers rely on suppliers' reps as their primary source for technical information, according to respondents. Forty

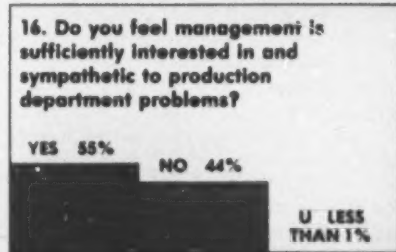
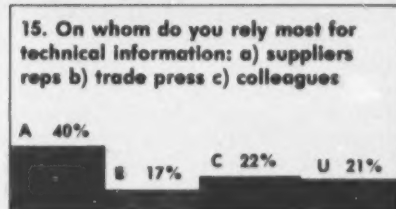
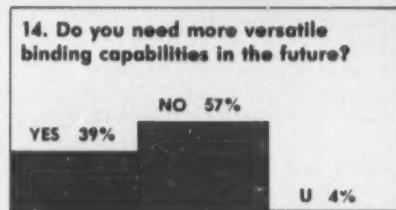
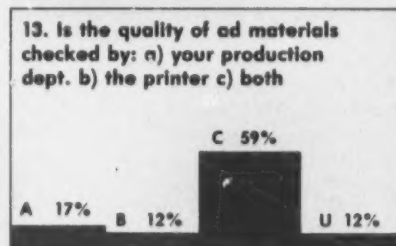
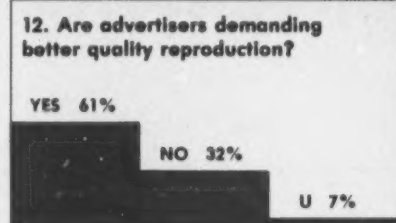
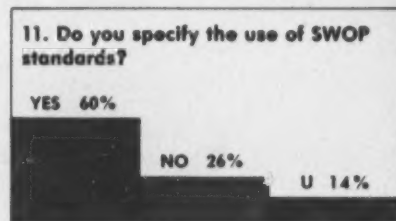
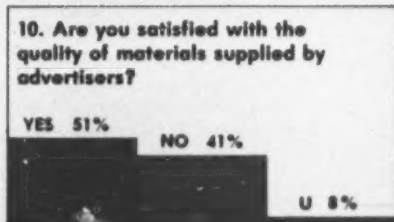
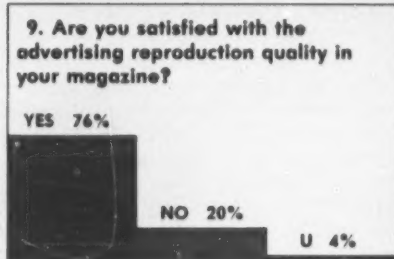
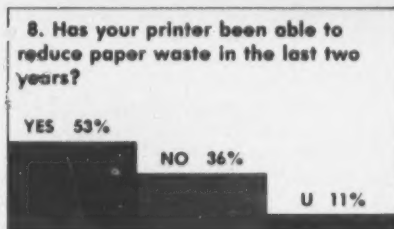
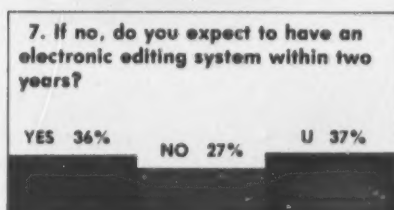
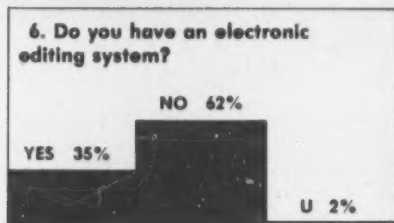
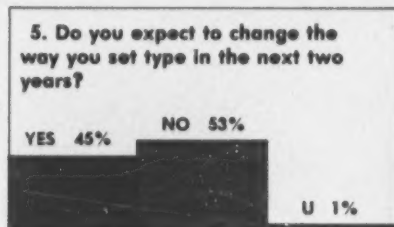
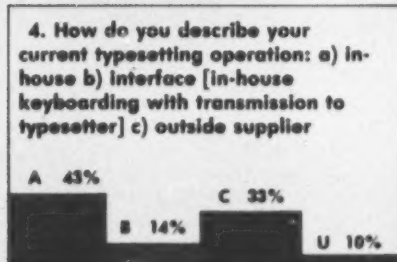
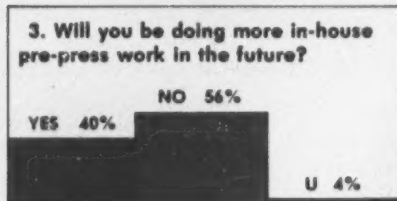
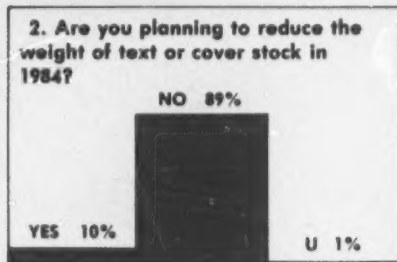
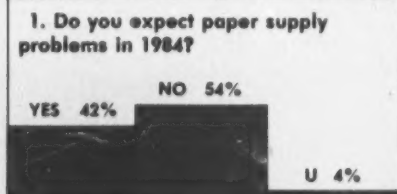
percent rely on suppliers' reps; 22 percent rely on colleagues; and 17 percent rely on the trade press.

The last question asked on each of FOLIO's two production surveys addressed how production managers think management views the produc-

tion department. There has been no progress here. Three years ago, 63 percent of production managers said they thought management was sufficiently interested in and sympathetic to production department problems, versus 55 percent this year. □

1984 Folio: survey on production trends

(U = UNDECIDED OR NO ANSWER)



In *Forbes'* most recent study of America's wealthiest people, publishing ranked third as a source of riches, just behind oil and real estate.

The Forbes 400: Publishers at the top

By James B. Kobak

This year's "Forbes 400," like last year's, gives us some fascinating insights into some of the country's wealthiest families—including a good number whose fortunes have come from publishing activities. In fact, publishing continues to rank third as the source of "400" family income, following oil and real estate.

For this year's analysis of publishing's contribution to those ranked in the "Forbes 400," I tried to list not only the total number of people who had made major fortunes, but the number of families as well. By doing so, the lead that oil has is narrowed considerably.

You will note that the "Forbes 400" is actually larger than 400 because to the individuals have been added a number of family totals in those instances where the wealth has been spread among a large number of people. For instance, there are 11 Hunts and 15 Rockefellers listed.

The list of the fortunes that have been made as a result of publishing activities is rather spectacular—with no less than six families worth over a billion dollars and others approaching that mark.

Most of the largest estates are the result of newspaper activities started many years ago. More recently, however, magazines have accounted for the wealth accumulated—and we see a number of individuals in their forties and fifties with substantial holdings.

A comparison of the value of

Jim Kobak of Darien, Conn. has been a management consultant since 1971. He was previously administrative partner of J.K. Lasser & Co. and international administrative partner of Lasser, Harwood Banner and Dunwoody.

Publishing's contribution to the Forbes 400

to the Forbes 400		Estimated worth \$(000,000)		
		Age	1982	1983
Barron family	Dow Jones			
Jane Bancroft Cook		71	—	1,800
William C. Cox Jr.		51		
Jane C. MacEhee		53		
Battina Bancroft		42		
Hugh Bancroft III		34		
Christopher Bancroft		32		
Kathryn Bancroft Kavadas		31		
Hearst family	Newspapers, magazines, TV real estate			
William Randolph Hearst Jr.		75	1,000	1,500
Randolph Apperson Hearst		67		
David Whitmire Hearst		67		
George Randolph Hearst Jr.		56		
Phoebe Hearst Cooke		56		
Children of John Randolph Hearst Sr.		—		
Newhouse family	Newspapers, Conde Nast, Random House, Cable			
Samuel Irving Newhouse Jr.		55	1,200	1,400
Donald E. Newhouse		53		
Annenberg family	TV Guide, Seventeen, Daily Racing Form			
Walter Hubert Annenberg		75	800	1,075
Enid Annenberg Haupt		77		
Esther Annenberg Simon		81		
Jeanette Annenberg Hooker		78		
Lita Annenberg Hazen		73		
Evayn Annenberg Hall		71		
Cox family	Cox Enterprises— Newspapers, broadcast			
Barbara Cox Anthony		60	1,000	1,200
Anne Cox Chambers		63		
Scripps family	Newspapers			
Edward Wyllis Scripps		74	900	1,030
E.W. Scripps family		—		
J.E. Scripps family		—		
Chandler family	Times Mirror Co.— Newspapers, TV, books, magazines			
Ruth Chandler von Platen		86	840	885
Harrison Gray Chandler		80		
Alice May Chandler Goodan		90		
Jack Kent Cooke	Real estate, cable, publishing	70	805	600

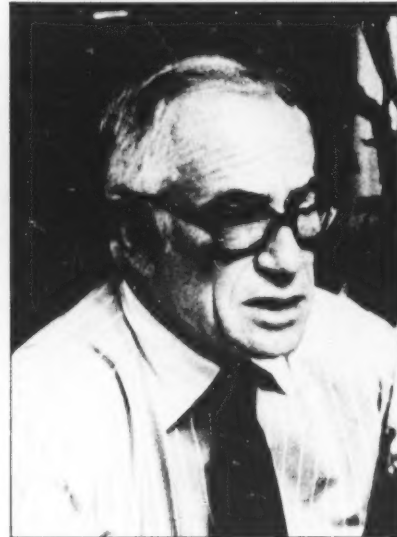
Number by Industry

Inherited	Individuals	Families
Real estate	22	19
Oil	60	23
Publishing	36	21
Consumer manufacturing	27	18
Industrial manufacturing	54	18
Retailing	6	5
Computers and electronics	1	1
Investments	6	5
Transportation	3	3
Entertainment	3	3
Medical, Pharmaceutical	6	4
Commodities	5	1
Broadcast	-	-
Ranching	7	6
Other	9	9
	245	136

Founder still active	Individuals	Families
Real estate	35	32
Oil	28	22
Publishing	24	18
Consumer manufacturing	18	15
Industrial manufacturing	6	5
Retailing	16	15
Computers and electronics	16	16
Investment	14	10
Transportation	8	8
Entertainment	5	5
Medical, Pharmaceutical	4	4
Commodities	6	6
Broadcast	7	7
Ranching	-	-
Other	19	16
	206	179

Total	Individuals	Families
Real estate	57	51
Oil	88	45
Publishing	60	39
Consumer manufacturing	45	33
Industrial manufacturing	60	23
Retailing	22	20
Computers and electronics	17	17
Investments	20	15
Transportation	11	11
Entertainment	8	8
Medical, Pharmaceutical	10	8
Commodities	11	7
Broadcast	7	7
Ranching	7	6
Other	28	25
	451	315

		Age	Estimated worth \$ (000,000)	
			1982	1983
Edward L. Gaylord	Broadcast, newspapers	64	500	600
Pulitzer family	Newspapers, TV, radio		400	400
McGraw family	Magazines, books, services		250	400
de Young family	Newspapers, TV, cable			400
Holles family	Newspapers, TV		250	400
Oveta Culp Hobby	Newspapers, radio, TV	78	200	350
Joe Lewis Albrighton	Newspapers, TV	58	250	350
Cowles family	Newspapers, TV, radio		200	350
McClatchy family	Newspapers, cable			300
Arnold Bernhard	Value Line	81	100	300
McCormick/Patterson families	Newspapers, TV, cable		1,000	300
Sulzberger family	Newspapers, magazines, books, TV, cable			300
Paul Block Jr.	Newspaper, TV, cable	71	220	280
William Block		67		
Lila Acheson Wallace	Reader's Digest	92	200	250
William B. Ziff Jr.	Magazines	52	200	250
Roy Hampton Park	Newspapers, radio, TV	72	130	250
Oakleigh Blackman Thorne	Commerce Clearing House	51	200	225
Robert Guccione	Penthouse	51	200	225
Helen Kinney Copley	Newspapers	60	125	200
Robert E. Petersen	Magazines	57	100	200
John W. Berry	Yellow Pages	60	250	200
Donald W. Reynolds	Newspapers, cable, radio, TV	77	200	200
Robert S. Howard	Newspapers, cable, TV	58	125	175
Patrick J. McGovern	Magazines	46	100	175
James L. Knight	Newspapers	74	100	172
John H. Johnson	Magazines	65	100	130
Frank Batten	Newspapers, cable	56	140	130
Generoso P. Pope, Jr.	National Enquirer	56	130	130
Katherine Graham	Washington Post, Newsweek	66	100	125
Nelson Doubleday, Jr.	Books, radio, Mets	50		125
Malcolm A. Borg	Bergen Record, TV	45	100	125
Malcolm S. Forbes	Forbes	64	?	?



Malcolm S. Forbes, winner of this year's Henry Johnson Fisher Award, places himself among the "Forbes 400" richest people in America, but declines to cite figures on his own wealth. His reasoning: Those figures would be presumed to be accurate; figures for all the others listed are editorial estimates.

each of those listed shows substantial increases in most cases from 1982 to 1983. *Forbes* explains that this is primarily the result of the great rise in the stock market over the past year (although in some cases it is because of the correction of data from their first tabulation last year). The increases, in fact, have made \$125 million the figure required to make the list. Three who were included last year are no longer listed: Eugene S. Pulliam because it was found that ownership is shared with his mother and a foundation; Carnegie Walls and Nat Wartels because they could not reach a total of \$100 million—poor souls. □

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REMITTANCE
Renewal Instr

**The high cost
of poor
customer
service**

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Please refer

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- Combining in-house & outside fulfillment
- The newsstand subscription source
- Spine-tingling sub promotions
- 25 approaches to the feature lead
- The marketing director: What it takes

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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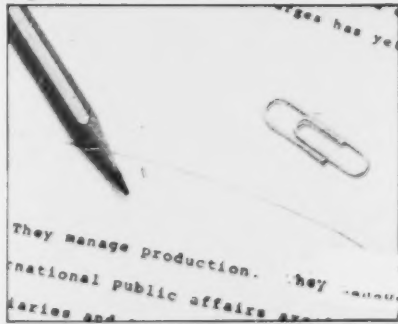
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The third way: Combining in-house and outside fulfillment

By Jerome Hoffman

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By Peter Jacobi

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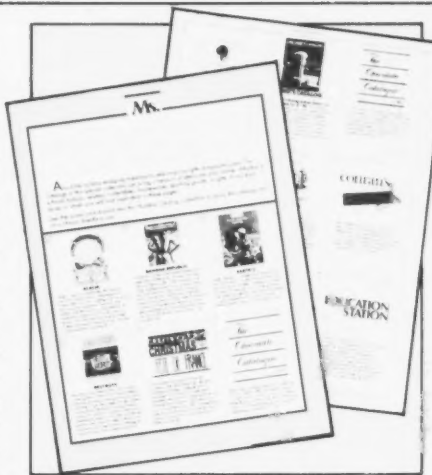
Magazines doing well with catalog inserts

New York City—The growing popularity of catalogs as a consumer trend and as advertising vehicles for manufacturers' products is being capitalized on by magazines. Two such magazines are *Ms.* and *New York*. After a few issues of running such inserts, they say the catalogs are definite successes.

"We did one catalog this past fall and it was an enormous success, despite the fact that we started selling it too late," says Ruth Bower, associate publisher of *Ms.* *Ms.* decided last summer to do a Christmas catalog section in the October issue, but realized late in June that the section would have to be done earlier than anticipated, in the September issue, in order to provide sufficient turnaround time for the catalogs to be ordered and for merchandise to be bought from them.

"We did a very simple mailing of about 700 pieces to the companies that produce catalogs, to see if they would be interested in running one-sixth page ads promoting their catalogs in our September issue," Bower says. "Even with the late start, which really allowed the companies only two weeks to get their ads in, we got 41 catalog ads, much more than we expected," she says. At \$795 for each one-sixth ad, that comes to \$32,595 in revenue, for very little expenditure of effort or money, since the mailing was very simple and cost little. A regular two-color one-time ad page costs \$8,800, compared with the \$4,770 generated by one page of catalog ads.

Production costs for putting the section together were also minimal, Bower continued. "We had typesetting facilities in-house as well as people to do the mechanicals. We supplied the printer with reproducible material and his cost to us to print the two-color, five-page insert was negligible." *Ms.*, in addition to performing all production on the ads for the advertisers, sent them the labels for the readers who requested their catalogs, and subsequently provided the advertisers with a computer list of their names and addresses. An outside fulfillment house provided this service "for a negligible



Catalog sections can pull in a substantial amount of revenue for little cost outlay by the magazine, as both *Ms.* and *New York* discovered

cost," she said.

Advertisers were highly pleased with the responses they received from the catalog insert, Bower said. "The response was quadruple what we thought it would be. We have quotes from many advertisers, which we'll use in our next promotion, saying that they had better response from the *Ms.* catalog insert than from any other comparably sized magazine," she says. Advertisers received a number of requests for catalogs, but also received many orders for merchandise. In addition, *Ms.* "attracted advertisers who had never been in the magazine before, and a number of them are converting to regular advertisers," she adds.

And, since the cost was so low to *Ms.*, a very good profit was generated, although Bower would not reveal exactly how much. On the basis of the success of the first catalog section, *Ms.* is running another one this month. That one will be receiving a bigger sales effort, based on a larger mailing to 2,000 catalog producers. Bower said she couldn't forecast how large that section would be, although she felt the catalog business was probably strongest in the pre-Christmas season.

New York has also had success running catalog inserts in two issues a year—spring and fall, according to Marvin Krauss, ad sales director. The

issues are devoted to women's fashions and have been done for two years. "They've pulled very well," he says, and have been growing in the number of catalog advertisers included. In August 1982, the first issue with the catalog section, there were 49 participants; a year later the August issue attracted 68 participants, including 40 of the original 49, he said. *New York* also does production of the ads for the advertisers and provides them with labels for the prospects generated. The ads, which like those of *Ms.* are run in two colors, are about one-ninth of a page and cost \$1,700, thus generating about \$15,300 in revenue per page, he said. This compares with the regular display advertising rate of \$13,450 for a two-color page, and a one-sixth black-and-white page rate of \$2,090. *New York*'s spring catalog will run March 5. The fall catalogs are usually larger, however, Krauss noted.

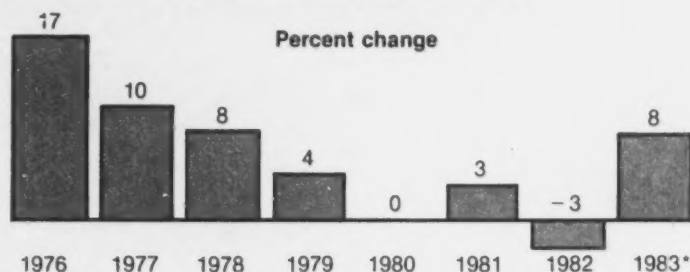
Ad pages to increase 8% to 10% in 1984, Coen predicts

New York City—Magazine ad pages and revenues should continue to grow healthily during 1984, profiting from an improving economy, predicts Robert Coen, senior vice president of McCann-Erickson USA. Trade magazines, which have suffered particularly during the latest economic slump, should demonstrate very strong growth in 1984, he said.

Ad pages, which grew by 8 percent in the first 10 months of 1983 compared with that period in 1982, should increase during 1984 by another 8 percent or 10 percent over the 1983 total, Coen predicts. Ad revenues for magazines, which rose by 13.5 percent in 1983 compared with 1982, should rise by another 14 percent in 1984, he stated. That prediction for a revenue increase is on the conservative side, he added.

Magazines will be benefiting in 1984 mainly from the improving economy, rather than from the increased spending going on because of the Olympics and the elections, Coen said. Those events benefit the broadcast media most, although there will be some

The trend in magazine ad page growth



*First 10 months of 1983 vs. first 10 months of 1982

National advertising revenue gains 1983 vs. 1982

	1982 (000,000)	1983 (000,000)	Change (percent)
Network TV	\$ 6,210	\$ 6,985	+ 12.5%
Spot TV	4,360	4,820	+ 10.5
Radio	1,178	1,320	+ 12.0
Magazines	3,710	4,210	+ 13.5
Newspapers	2,452	2,685	+ 9.5
Direct mail	10,319	11,765	+ 14.0
Other media	9,556	10,450	+ 9.4
Total	\$37,785	\$42,235	+ 11.8%

Ad sales revenue outlook for 1984

	Estimated revenue change 1984 vs. 1983	1984 forecast (000,000)
National magazines	+ 14.0%	\$ 4,800
National newspapers	+ 14.0	3,035
National broadcast	+ 13.0	15,205
Other national (includes direct mail)	+ 14.0	24,890
Total national	+ 13.5	47,930
Total local	+ 14.2	37,470
Total (includes local newspapers)	+ 13.8%	\$85,400

Source: Robert Coen, senior vice president, McCann-Erickson USA

City magazines launch ad network program

New York City—Twenty-eight members of the City and Regional Magazine Association (CRMA) have started using a network plan designed to attract major national advertisers to the magazines.

The Network Discount Media Plan, under which advertisers may buy pages in five to 28 publications at savings of up to 30 percent, has already attracted three large clients: AT&T, General Motors, and the Hawaii Visitors Bureau. Many other advertisers have made inquiries, according to James Kuhn, publisher of *Boston* and the program's organizer.

Each of the magazines in the program has been assigned a discount rate based on circulation, with the higher circulation publications offering lower discounts.

Advertisers may choose any combination of magazines and they may customize the copy for each market. Orders can be placed through any of the magazines or their national sales representatives.

CRMA spent \$30,000 to promote the plan.

Participating magazines are *Arkansas Times*, *Boston*, *California*, *Chicago*, *Cleveland*, *Columbus Monthly*, *Connecticut*, *Country*, *D Magazine* (Dallas/Fort Worth), *Denver*, *Honolulu*, *Houston City*, *Indianapolis Monthly*, *Louisiana Life*, *Memphis*, *Monthly Detroit*, *Nashville*, *Miami-South Florida*, *Mpls.-St. Paul*, *New Jersey Monthly*, *New Mexico*, *Oregon*, *Philadelphia*, *Phoenix*, *Pittsburgh*, *San Francisco Focus*, *St. Louis* and *Texas Monthly*.

(For further information on this network, see FOLIO: July 1983, page 38.)

Corporate advertising down in magazines during last two years

New York City—Advertisers used magazines slightly less often for corporate ads in 1982 and 1983 than in the previous two-year period, according to a survey by the Association of National Advertisers (ANA).

Of the 150 corporations that advertised and responded to the survey, 55 percent used general business magazines for corporate advertising, 39 percent consumer magazines and 31 percent trade magazines, the survey of 339 corporations shows. The figures in 1980 and 1981 were 60 percent, 39 percent and 31 percent respectively.

During both two-year periods,

spillover of spending into the print media because of them, he noted.

Business or trade publications especially should experience an upswing in pages and revenue during 1984, Coen continued, because recently they have had "atrocious" years. "The media as advertisers will be in better shape next year," and thus will be placing more advertising in trade papers, he noted; also, there should be healthy upswings for companies in the industrial field, thus producing more advertising availabilities for magazines serving those areas. Trade magazines could have one of their biggest increases ever in 1984, surpassing the increases for consumer magazines, he predicted.

Certain categories of advertising were particularly strong for magazines during 1983, Coen continued. Automotive was one of the top categories: Magazines enjoyed a 33 percent increase in media spending in this category during the first nine months of 1983 compared with the first nine months of 1982. Cigarettes (up 20 per-

cent) and apparel (up 30 percent) were also strong categories for magazines in this period. In fact, gains were so strong in these categories during 1983 that Coen wonders whether the categories have "topped out" in their spending in magazines, and therefore will not register such large increases in 1984. However, there should be some gains in these categories' magazine advertising, he said.

Coen predicts a strong upturn in general promotional, institutional and corporate advertising and possible gains in advertising of household furnishings and appliances, as well.

Overall, magazines should experience some good gains in advertising in 1984, he said. Magazines that may especially stand to benefit are those that are "secondary" magazines in their fields, he suggested. As advertising budgets begin to expand with the prospering economy, those magazines that may not have been on advertisers' schedules during the tight times will get back on schedules, he said.

going to be a point where we can't go any further."

Van Dam would not disclose how much Time pays for its premium items, but she said they cost "significantly" more than the 30 cents Rodale estimates it pays for each of its gifts.

But Patrick Corpora, circulation manager for Rodale's *Prevention*, said the perceived value of the reprints Rodale offers is high even though the cost is not. "You would have to go to lots of different sources to get the information we give," he says. "The easiest way for magazines to offer an inexpensive item with a high perceived value is through editorial-related items."

Corpora and his wife, Sandra,

Rodale's creative director, said they believe editorial-related premiums have another advantage: They attract subscribers who are genuinely interested in the magazine.

"If you want our premium, you want our product," Sandra says. "We're getting someone who wants to read our magazine. It's not as if they're getting a free umbrella or something."

Although Rodale has not done studies to prove it, people who subscribe to magazines with editorial-related premiums renew at a higher rate than those who have subscribed to magazines with non-editorial-related premiums, the Corporas contended.

Patrick said analyses of Rodale

subscription data have shown that premium subscription offers get about a 56 percent increase in response over non-premium offers on initial subscriptions, and a 25 percent increase on renewals.

Regardless of their different approaches, Time and Rodale have had considerable success with their premium subscription drives, according to *Capell's Circulation Report*. The two publishers account for more than half the premium subscriptions sold, the report said.

Time was first in the number of premium subscriptions sold during the first six months of 1983, with 1.25 million, while *Prevention* was second

23% of ordinary second class publications delivered on time

Publication delivery box score:

Ordinary second class and controlled circulation publications July-September 1983

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	12%	11%	32%	24%	13%	8%
Boston (Area 021)	4	9	30	23	28	6
Boston (Area 022)	0	40	60	0	0	0
New York City	9	3	34	14	26	14
Buffalo	20	17	30	33	0	0
Pittsburgh	0	9	58	18	15	0
Philadelphia	4	5	22	29	27	13
Washington, D.C.	20	26	37	14	3	0
Atlanta	12	14	32	21	14	7
Miami	40	23	25	10	2	0
Memphis	11	11	50	11	17	0
Cincinnati	15	9	49	19	4	4
Detroit	10	11	30	32	14	3
Milwaukee	2	10	25	40	18	5
Minneapolis	26	24	35	12	3	0
Chicago	1	8	57	23	11	0
New Orleans	10	0	50	10	30	0
Dallas	26	24	24	18	8	0
Houston	36	4	31	19	4	6
Denver	12	4	40	31	13	0
Salt Lake City	7	6	31	31	19	6
Los Angeles	7	20	34	19	13	7
San Francisco	40	11	25	13	9	2
Seattle	22	14	46	14	2	2

*Including other U.S. cities and SCFs not listed
Source: Red Tag News Publications Association, Inc.

Service declined by a marked 9 percentage points overall for ordinary second class publications in the third quarter of 1983 compared with the second quarter. For all cities monitored, the combined percentage of publications that were delivered on time (service standard) or sooner (better than service standard) was 23 percent in last year's third quarter, as compared with 32 percent during the second quarter of last year.

Service also declined during 1983's third quarter as compared with service in the third quarter of 1982, when 34 percent of publications were delivered on time or sooner.

Service to nearly all major cities declined during the third quarter compared with the second quarter of the year, (based on combined percentage of on-time or sooner delivery) with only three exceptions: There were slight improvements in service in Detroit (21 percent versus 17 percent), Philadelphia (9 percent versus 8 percent) and no change in Milwaukee (12 percent). Major declines in service between the two quarters occurred in Cincinnati (24 percent versus 56 percent), New Orleans (10 percent versus 38 percent) and Pittsburgh (9 percent versus 33 percent).

Miami had the best combined on-time or sooner delivery service of all cities in the third quarter, 63 percent, which nonetheless was down 10 percent from the 73 percent recorded for Miami during the second quarter. Three cities tied for the worst on-time or better service, at 9 percent: Pittsburgh, Philadelphia and Chicago.

Corrections to The FOLIO:400/1983

The following errors appeared in the latest edition of The FOLIO:400. The editors apologize for any confusion or inconvenience caused by incorrectly reported figures and urge readers to familiarize themselves with the corrections noted below.

BUSINESS WEEK

Business Week's average circulation was understated. The correct figures are subscription circulation, 819,483; newsstand circulation, 31,281; total circulation, 850,764.

Because *Business Week* is so widely represented in The FOLIO:400, many tables are marginally affected by this change. Most significant, however, are those in the Business: general market analysis (Section 41, pp.234-240), where the revised data improves their performance rankings. These are as follows:

Table	Revised Data	Revised Rank
Average Circulation	850,764	1
Net Chg. Avg. Circ.	80,733	1
Net Chg. Subscriptions	72,803	3
Subscription Growth (%)	9.7	6
Newsstand Rev. Growth (%)	47.5	3
Subscription Rev. Growth (%)	8.2	8
Avg. Newsstand Circ.	31,281	2
Net Chg. Newsstand	7,930	2
Newsstand Growth (%)	34.0	3

COLONIAL HOMES

We regret to report that the number of total editorial pages for *Colonial Homes* was mistakenly understated, resulting in its omission from two tables in the Overview Section, pages 122 and 124.

In Table 11, "Top 50 Consumer Magazines by Average Total Pages per Copy," *Colonial Homes* should rank 35th with 183 pages.

Among "Top 50 Consumer Magazines by Editorial Pages," Table 13, *Colonial Homes* should be 17th, with 116 pages.

In addition, this error resulted in incorrect rankings for *Colonial Homes* in the Home Service Market Analyses, page 317. The magazine should rank 5th in "Average Total Pages/Copy" and rank first in "Average Editorial Pages per Copy."

GAMES

Games was mistakenly omitted from Table 21 of the Overview section (page 138), "Fastest growing consumer magazines by advertising revenue." It should rank 4th, with growth of 83.1 percent.

MODERN MACHINE SHOP

Modern Machine Shop was inadvertently omitted from the "Metals: manufacturing, production & industry news" market analysis, Section 107, pages 622 and 624.

Because it has a controlled circulation as do two other magazines in this market, it would rank alphabetically among them in the seven subscription/circulation revenue tables.

However, *Modern Machine Shop* should rank as follows in the remaining 15 tables:

Table	Data	Rank
Ad Pages	2,386	2
Ad Pages Growth (%)	10.0	1
Net Chg., Ad Pages	217	1
Avg. Ad Pages/copy	184	1
Ad Revenue (\$000)	4,395	5
Ad Revenue Growth (%)	22.0	1
Net Chg. Ad Revenue (\$000)	793	1
Avg. Ad Revenue/copy (\$)	3.19	3
Average Circulation	106,024	2
Avg. Circ. Growth (%)	-0.1	4
Net Chg. Avg. Circ.	-93	4
Total Revenue (\$000)	4,395	5
Total Rev. Growth (%)	22.0	1
Avg. Total Pgs./copy	304	1
Avg. Edit Pages/copy	120	1

NATIONAL GEOGRAPHIC

National Geographic's advertising revenue was incorrectly reported to be \$23,297,000 on pages 90, 112, 116, and 304. The correct figure is \$23,397,000.

National Geographic's rankings do not change.

NEW EQUIPMENT DIGEST

New Equipment Digest was omitted from the following tables in the Business Magazines Overview section, pages 536-547:

Table	Data	Ranking
Top 100 Business Mags. by Advertising Pages	2,286	38
Top 50 Business Magazines by Ad Revenue (\$000)	8,665	32
Top 50 Business Magazines by Ad Pages/copy	191	2
Top 50 Business Magazines by Avg. Total Pages/copy	282	9

This publication's rank among the Top 100 Business Magazines by total revenue was misreported. It should have been 46th, with total revenues of \$8,665,000.

In addition, *New Equipment Digest's* figures in three New Industrial Products market analysis tables (page 626) were incorrectly reported. They should read as follows:

Table	Data	Ranking
Avg. Ad Pages/copy	191	1
Avg. Edit. Pages/copy	91	1
Avg. Total Pages/copy	282	1

NURSING '82

Nursing '82 was mistakenly omitted from five tables in the Business Magazines section, pages 525-549:

In Table 78, "Top 50 Business Magazines By Net Change In Ad Revenue," *Nursing '82* should correctly rank 27th, with a net change of \$958.

Among the "Fastest Growing Business Magazines By Average Circulation," Table 82, *Nursing '82* should rank 8th in Division One, with growth of 3.8 percent.

In Table 83, "Fastest Growing Business Magazines By Subscription Circulation," *Nursing '82* should rank 8th again in Division One with 3.8 percent growth.

In Table 89, "Top 50 Business Magazines By Net Change In Average Circulation," *Nursing '82* should be 5th, with a net change of 19,827.

Among "Top 50 Business Magazines By Net Change In Subscription Circulation," Table 90, *Nursing '82* should be 4th, also with a net change of 19,827.

Last, while *Nursing '82* was correctly ranked in the Nursing Market analysis, Table 109, the reported subscription growth data was incorrect: It should be 3.8 percent, not 9.8 percent.

OUTDOOR LIFE

Outdoor Life's average newsstand circulation was incorrectly overstated at 491,403. The correct figure is 191,403, and affects the following tables:

"Top 100 consumer magazines by average newsstand copies sold per issue," page 150; *Outdoor Life's* ranking changes from 25 to 73.

"Top 100 consumer magazines by total newsstand copies sold per year," page 110; data changes to 2,296,836, and ranking changes from 36 to 75.

"Fastest growing consumer magazines by average newsstand copies per issue," page 157; Division Three ranking changes from 9 to 10.

The correct newsstand circulation figure also applies to the market analysis on page 384. However, the rankings do not change.

ROLLING STONE

Rolling Stone's average newsstand circulation was incorrectly reported to be 251,302 on pages 150, 157, and 308. The correct figure is 261,302.

Additionally, total newsstand copies sold per year, page 160, should be 6,532,550. This error does not affect any of *Rolling Stone's* rankings.

SCIENCE DIGEST

Science Digest's subscription revenue was incorrectly reported to be \$4,084,000 on pages 94, 142 and 395. The correct figure is \$4,004,000. *Science Digest's* rankings do not change.

SOLDIER OF FORTUNE

Soldier of Fortune was incorrectly omitted from Table 21 of the Overview (page 138), "Fastest Growing Consumer Magazines By Advertising Revenue." It should be ranked 4th, with growth of 74.2 percent.

WORKBENCH

With profound apologies, we regret to say that *Workbench*, a bimonthly magazine was again mistakenly omitted from the Home Service and Men's Service market analyses, despite its solid per-

Index Omissions

The following magazines were erroneously omitted from the magazine index:

Practical Cardiology, Prairie Farmer, Prevention, Product Design & Development, Personal Computing, Petersen's Hunting, Petersen's Photographic, Petroleum Engineer International, Philadelphia, Physician in Sports Medicine, Physician's Management, Plant Engineering, Plastics Technology, Playbill, Playboy, Players, Playgirl, Popular Computing, Popular Hot Rodding, Popular Mechanics, Popular Photography, Popular Science, Postgraduate Medicine and Power.

Table	Data	Home service	Ranking Men's service
		(out of 20)	(out of 6)
Ad pages	385	15	6
Ad pages growth (%)	2.3	8	3
Net change ad pages	9	9	3
Avg. ad pages/copy	64	12	5
Ad revenue (\$000)	2,687	16	6
Ad revenue growth (%)	22.0	8	3
Net change ad revenue (\$000)	485	12	5
Avg. ad revenue/copy (\$)	0.58	13	5
Avg. circulation	774,955	9	5
Avg. circulation growth (%)	9.9	6	2
Net change avg. circulation	70,099	5	2
Avg. circulation revenue/copy (\$)	0.62	20	6
Total revenue (\$000)	5,563	17	6
Total revenue growth (%)	18.5	7	3

formance in 1982.

Following are the appropriate data and rankings for *Workbench* in these two important markets (pages 314-336, 368-371).

Table	Data	Home service	Ranking Men's service
		(out of 20)	(out of 6)
Avg. total pages/copy	123	12	5
Avg. edit. pages/copy	59	13	5
Avg. subscription circulation	735,121	7	5
Subscription growth (%)	10.4	5	2
Net change subscriptions	69,265	5	2
Avg. subscription price (\$)	3.42	20	6
Subscription revenue (\$000)	2,517	19	6
Subscription revenue growth (%)	11.6	9	4
Newsstand revenue (\$000)	359	16	6
Newsstand revenue growth (%)	53.2	3	1
Avg. newsstand circulation	39,834	13	5
Newsstand growth (%)	2.1	6	2
Net change newsstand	834	6	2
Avg. newsstand price	1.50	18	5

Workbench

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Published bimonthly

Publisher: John E. Tillotson II

Advertising Director: Bradford B. Reynolds

Other Key Contacts: John E. Tillotson III, Assistant Publisher

Editorial Description: *Workbench* magazine is concerned both with ideas and practical methods applied to how-to-do projects. Instructions, drawings and photographs are used to present projects for the beginning and advanced home craftsman.

Member: ABC, MPA

Rate Information:

Freq.	BW	4C
1X	5,895	8,275
6X	5,482	7,530
12X	5,247	6,951

Rate Base: 750,000 as of 9/82

Advertising Data:

•27% of all advertising space is full page ads.

•32% of all space is run in full color.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Home workshop eq.	136	35%
2. Home improvement	131	34%
All Others	118	31%
Total Ad Pages	385	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home maint./imp.	89	25%
2. Home furn. build.	74	21%

3. Misc. wdwrking proj.	49	14%
4. Energy subjects	28	8%
5. Home impr. prod. tests	15	4%
All others	96	27%
Total Edit Pages	351	99%

Primary SRDS Classification No.: 24

Average Ad/ Edit Ratio: 51/49

Market Research Available: "The Do-It-Yourself Market—1982," by Home Arts Research (March 1982), sample of 800. "Brand Preference/Ownership of Do-It-Yourselfers," by Home Art Research (March 1982), sample of 500.

Syndicated Research:

Other Subscriber Research: 1982 Subscriber Survey, Home Arts Research, 800 subscriber sample. Workshop Data, D.I.Y., Woodworking, Tool Ownership, Automotive, Gardening, Brand Preference, Brand Ownership, Leisure Activities, Purchasing Habits.

Average number of readers per copy was measured at 3.50 primary by Home Arts Research. Study dated: 3/82

Subscriber Demographics:

•Conducted by: Home Arts Research

•Date: March 1982

•Sample Size: 800

•Cooperation/Return rate: 58.9%

•Data collection method: Mail

A. Age Breakdown:

18-24	1.3%
25-34	15.7%
35-44	17.7%
45-54	17.7%
55+	47.1%
Median Age	53.3

B. Male/Female Composition:

Male	95.6%
Female	4.4%

C. Household Income:

Under \$10,000	8.2%
\$10,000-14,999	12.9%
\$15,000-19,999	12.9%
\$20,000-24,999	15.2%
\$25,000-34,999	25.6%
\$35,000-49,000	24.9%
\$50,000+	N/A%
Median Income	25,208

D. Occupation:

Mgr./Admin.	20.2%
Prof./Tech.	18.9%
Cler./Sales	7.4%
Other Emp.	21.1%
Not Emp.	30.8%

E. Educational Level:

Not H.S. Grad.	12.5%
H.S. Grad.	31.9%
1-3 Yrs. College	22.6%
College Grad.	16.6%
Post Grad.	16.4%

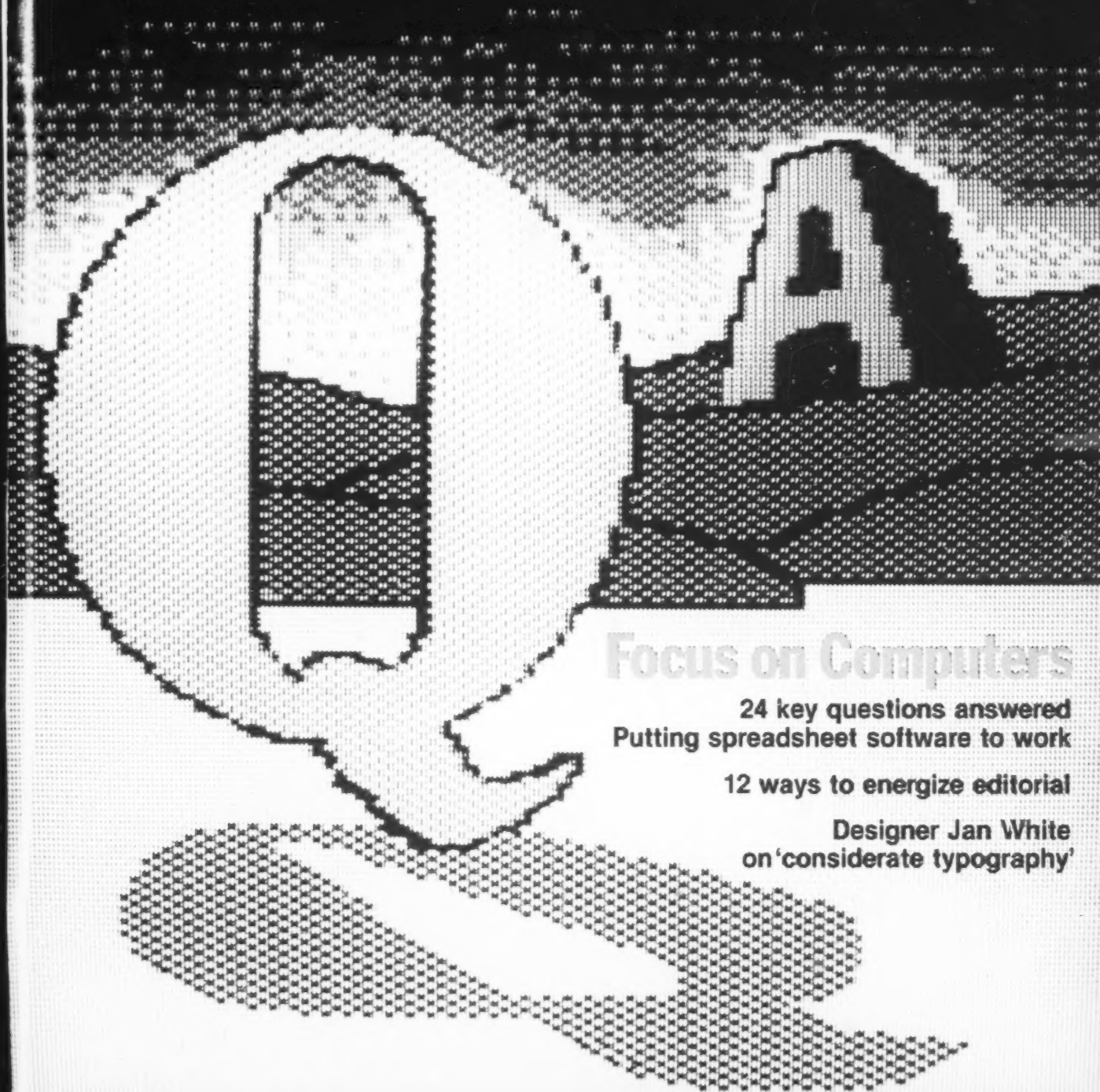
F. Purchasing and Ownership Indicators:

- 92% have workshop.
- 62.5% own table saw.
- 93.6% work on own autos.
- 96.2% own an average of 1.4 autos.
- 55.8% prefer a new American auto.
- 78.6% went fishing in last year.
- 89.1% care for home gardens.
- 67.2% own chain saws.
- 75.1% own non-riding power mowers.
- 78.7% own smoke detectors.

\$5.00

MARCH 1984

2/21/84
C3935-1



Focus on Computers

24 key questions answered
Putting spreadsheet software to work

12 ways to energize editorial

Designer Jan White
on 'considerate typography'

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE Management

Phone costs may be containable in 1984, some publishers say... Magazine publishers included among *Inc.*'s fastest-growing firms. Page 7.

Advertising Sales

1983 revenues, pages show healthiest gains since 1978... Trade magazines use catalog section as merchandising aids. Page 23.

Circulation/Single-copy

Major chain pressuring leading magazines for direct distribution. Page 31.

Circulation/Subscription

BPA rule change expected to spur phone subscription sales. Page 36.

Production

API executive claims hoarding is cause of tight paper market... Three new digital color proofing systems being introduced. Page 40.

Magazine Watch

Twenty-two new magazines launched... *Adweek* buys newsletter... Name changes... Frequency changes... *The New Yorker* joins *Elle* in test. Page 45.

Editorial Workshop

Editors discuss the fine art of managing, directing, paying and holding contributing writers. Page 54.

Behind the Lines

Will new leader put *Vanity Fair* on the right track?... *Sylvia Porter's Personal Finance* challenges established money magazines. Page 63.

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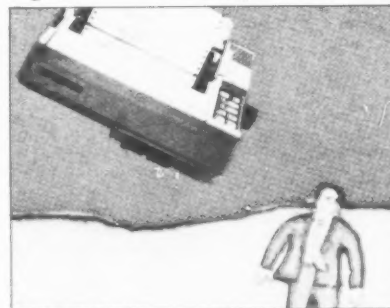
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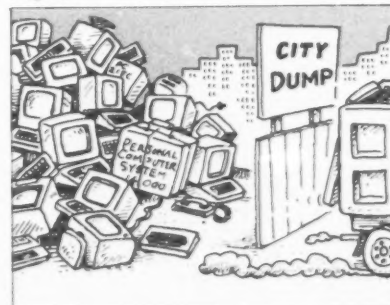
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Putting spreadsheet software to work

By Don Nicholas and Judy Quick
Electronic spreadsheets can enhance productivity and creativity in just about every magazine department—from accounting and ad sales to editorial and production. Page 71.

Computers: 24 key questions answered

Consultants Richard Koff, John Klingel and Jeffery Parnau answer your questions about computers as they affect magazine management, circulation and production. Page 76.

12 ways to energize your editorial

By David Lott
Powerful ideas that grab the reader by the lapels and say "Read me!" are what keep your readers coming back. Page 90.

Considerate typography

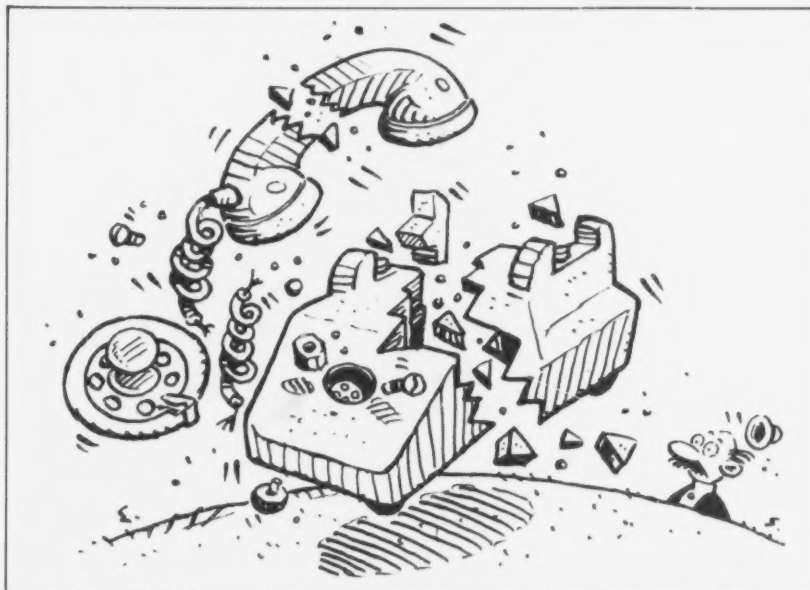
By Jan V. White
It's user-friendly, reader-oriented—and more. Page 97.

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Ron Scott on single-copy sales:	
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Point of View

Don't ignore video options.
By Charles Mandel. Page 60.



pete," he says.

For local service, Thornton continued, there may be more choices in equipment offered than in services provided. However, changes on the way in the telecommunications field "will dramatically change the way we use the telephone," he asserts. For instance, cellular phone systems could become more widely used, or perhaps cable lines rather than the phone lines could be used to bring in telephone transmissions.

"If phone costs get out of line, companies will have to examine the cost-benefit ratios of using the phones, and look at other alternatives," Thornton counsels. "We don't analyze well enough how we use the telephone and often, it isn't the best method of communication for our needs," he says. Up to now, phone charges have been relatively inexpensive, so that such an analysis hasn't been needed, he added.

And, he noted, publishers should band together to insist on better rates. Rate increases are regulated by state commissions as well as by the FCC, and in the past, Meredith has fought AT&T on rate cases. "More user groups are springing up all the time," Thornton says, and publishers must be vigilant about what is going on in this area.

Magazine publishers included among *Inc.*'s fastest-growing firms

Boston—Executives of the eight magazine publishing companies included on *Inc.*'s annual list of the 500 fastest-growing small private companies attribute their success to everything from "dumb luck" to "filling a niche"

to "attention to quality." Three out of the eight companies are located in the South, a couple are in the West and the rest are in Northern states.

Each company included on the *Inc.* ranking has met certain criteria for success set up by the magazine's editors: primarily an extremely high percentage of sales increase from fiscal 1978 through fiscal 1982. As a group, the 500 companies listed by *Inc.* achieved a 770 percent sales growth in that time period. For the eight companies involved in magazine publish-

ing, sales growth over that five-year period ranged from 417 percent to 2,220 percent.

How have these magazine publishers achieved such success? The magazines involved represent a wide variety of publishing specialties, from regional business magazines to fantasy/game-playing magazines. Several of the companies do not rely entirely on their magazine properties for sales and income, it should be noted.

Following is a brief description of each of the companies and how they've arrived where they are.

Feldman Communications of Miami Beach, Florida, ranked highest on the *Inc.* list among magazine publishers at number 44. It showed the highest percentage of sales growth over five years—2,220 percent (1982 sales were \$5,800,000 compared with 1978 sales of \$250,000).

Feldman's primary publishing property is *Playbill*, a South and Southwest version of the *Playbill* that is published by another company for Broadway theatres in New York City. As regional theatre has grown in the South and Southwest, so has the need for *Playbill*, which has been published by his company for eight years, explains Les Feldman, president and publisher.

In addition to *Playbill*, Feldman also publishes other magazines: *Sunshine*, an in-flight magazine for Air Florida; and *Triangle*, a monthly maga-

(Continued on page 17)

Eight fastest-growing private magazine publishers as ranked by *Inc.*

Company	1982 sales (000)	1978 sales (000)	% Increase 1982 vs. 1978
Feldman Communications	\$5,800	\$250	2,220%
TSR, Inc.	20,773	930	2,133
General Communications	1,439	104	1,282
Central Mass Media	1,320	107	1,132
Wizard Publications	1,804	188	860
Southern Accents Magazine	2,959	444	566
Skybird Publishing	1,697	270	529
Seavex Limited	1,256	243	417



"Dumb luck" and "hard work" were some reasons for success given by the publishers that made *Inc.*'s fastest-growing privately held small company list.

cars, it should examine the kind of automobile coverage it has, this expert continued. Perhaps a "tradition-bound" company still carries \$100 deductible insurance. This is definitely outdated for a company with a good-size cash flow, which can afford to pay for minor accidents. "You can carry a \$500, \$700 or even \$1,000 deductible on company-owned cars, and substantially reduce the premiums you pay," he counsels.

The evaluation procedure for his particular company resulted in the choice of two insurance carriers to handle different portions of the coverage, and the hiring of an employee to administer them. "You need someone on staff dedicated to the monitoring and channeling of all communications through these companies, doing the massive amount of paperwork required and answering the questions of employees," this executive says.

Investigation of different carriers will reveal that some are better in certain areas than others, he continued. For instance, Allstate is "very good" on automobile insurance, accident and disability, whereas Prudential, Blue Cross and Blue Shield are good on major medical, and Connecticut General is "good overall." One resource that companies can rely on for providing good information on what's happening in the insurance industry is A.M. Best, which issues books and other publications giving constant updates on the insurance industry, he concluded.

Consumer magazines: Growing slowly, but holding margins

New York City—By some financial criteria, consumer magazine performance for 1978-1982 was lackluster compared with that of other segments of the communications industry. Consumer magazines ranked near last or last among nine communications segments in growth and margins. However, consumer magazines did an excellent job maintaining margins during these tough years, when almost every other segment lost ground.

These conclusions are drawn from data compiled by Veronis, Suhler & Associates (VS&A), a New York investment banker, in a study covering 152 communications companies, in which lines of business were analyzed separately.

The report includes data on the following segments of the communications industry in addition to consumer magazine publishing: radio and TV broadcasting, cable/pay TV, business information services, newspapers, ad-

Consumer magazine publishing performance 1978-1982

1982 revenues (millions)			1982 pre-tax operating income (millions)		
Rank	Company		Rank	Company	
1	Time Inc.	\$941.0	1	Time Inc.	\$105.0
2	Meredith	288.6	2	Meredith	31.9
3	Washington Post	279.2	3	New York Times	23.6
4	Times Mirror	189.4	4	Times Mirror	17.2
5	New York Times	169.4	5	Washington Post	13.3
6	Playboy	165.3	6	Playboy	11.9
7	New Yorker	60.0	7	New Yorker	7.5
8	Cadence	45.5	8	Cadence	4.9
9	T-L Enterprises	14.9	9	National Lampoon	0.4
10	National Lampoon	10.8	10	T-L Enterprises	-0.1
Consumer magazine total		\$2,164.1	Consumer magazine total		\$215.6
Communications industry total		\$44,607.3	Communications industry total		\$6,404.6

1978-1982 CAGR*			1982 operating margins		
Rank	Company		Rank	Company	
1	Cadence	18%	1	New York Times	14%
2	Time Inc.	13	2	New Yorker	13
3	New Yorker	12	3	Cadence	11
4	Meredith	10	4	Meredith	11
5	Playboy	10	5	Time Inc.	11
6	T-L Enterprises	10	6	Times Mirror	9
7	New York Times	7	7	Playboy	7
8	Washington Post	7	8	Washington Post	5
9	Times Mirror	5	9	National Lampoon	4
10	National Lampoon	4	10	T-L Enterprises	-1
Consumer magazine average		10%	Consumer magazine average		10%
Communications industry average		15%	Communications industry average		14%

*Compound annual growth rate

Source: Veronis, Suhler & Associates

Financial information for the consumer magazine segment of the communications industry is reported as a distinct line of business.

vertising agencies, book publishing, entertainment programming and distribution, and business magazines. (FOLIO will analyze business magazine performance separately in the April issue.)

All figures used for the report came from public sources—annual reports, 10Ks, 10Qs and proxy statements—so private companies are excluded.

Because information for the VS&A report is compiled from public sources, it omits many consumer magazine publishing companies. The report itself highlights the omission of any data related to Hearst Corporation, Conde Nast Publications, The Reader's Digest Association and Triangle Publications. Ziff-Davis, Petersen Publishing, Rodale Press, Penthouse and many others are also not included.

The VS&A analysis does provide a perspective on the financial performance of 10 consumer magazine publishing firms over five years, individually and as a group, and compares their performance with that of each of

the other communications segments and of other industries.

For example, consumer magazines had a compound annual growth rate (CAGR) of 10 percent—not very impressive compared with the communications industry average of 15.1 percent and relatively weak compared with the CAGR of cable and pay TV (55 percent) and of broadcast (30 percent). Business magazines did only slightly better in CAGR (11 percent) than consumer magazines.

However, when compared with a broad spectrum of industries, consumer magazines experienced average revenue growth. The *Business Week* 1,200 had an average CAGR for 1978-1982 of 9.7 percent; the Standard & Poor's 400 registered a 9.6 percent CAGR, the report points out.

Here are some of the report's other highlights concerning consumer magazines:

•Among companies, Cadence turned in the highest CAGR (18 percent), followed by Time Inc. magazines (13 percent) and The New Yorker

(12 percent).

•Magazine revenues of the 10 consumer publishers studied grew each year, from \$1.46 billion in 1978 to \$2.16 billion in 1982 (the last year for which public data are available). But revenue growth has slowed from a high of 16.6 percent in 1979 to only 5.2 percent in 1982.

•In 1982, Time Inc. (magazines only) had the highest revenue, \$941 million; Meredith came in second, at \$288.6 million.

•Operating income grew from \$159.0 million in 1978 to \$215.6 million in 1982, with growth each year except 1980: 2.8 percent in 1979, -3.7 percent in 1980, a booming 27.5 percent in 1981 (when consumer magazines obviously streamlined their operations) and 7.5 percent in 1982.

•Cadence turned in an operating income growth performance head and shoulders above others. Cadence, which owns the Marvel Comics Group, had an operating income growth for the five years of 34 percent—twice that of the runners-up, The New York Times Company's magazine division (17 percent), Meredith (16 percent) and The New Yorker (15 percent).

By comparison, the average operating income growth of the consumer magazine segment was 8 percent, and the communications industry average

was 9 percent.

•The average operating margin for the consumer magazine publishers studied was 10 percent in 1982. The VS&A average for the communications industry was 14 percent.

•Three of the consumer magazine segment's revenue and income leaders—Meredith, Time and The New York Times (magazines only)—also appear among the leaders in 1982 operating margins, the report finds. The New York Times had an operating margin for magazines of 14 percent; The New Yorker, 13 percent. Meredith, Time and Cadence all had an 11 percent operating margin. However, only the segment leader—The New York Times magazine division—had a 1982 margin that matched the communications industry average.

•Consumer magazine publishing ranks in the bottom third of the nine communications segments analyzed in terms of revenues, income and margins, according to VS&A.

•Although margins for magazine publishing are low, they held up better than those of all other communications groups (except one) over the five-year period. Magazines' margin index slipped only 8.5 percent, compared with a drop of 54 percent for cable and pay TV. The one segment that improved margins from 1978 to 1982 was busi-

ness communications services, which improved margins 19.6 percent.

•Overall, the communications industry has one of the highest growth rates of all industries, according to the VS&A report. It grew faster from 1978 to 1982 than all but a handful of the 34 traditional industry groups as measured by *Business Week*. In 1982, communications ranked first in revenue growth, eighth in income growth and seventh in profitability.

•VS&A notes that the role of consumer magazine publishing in the communications industry has decreased during the five-year period studied. In 1978, consumer magazines accounted for 5.8 percent of the communications industry's revenues and 3.6 percent of the industry's operating income. By 1982, these percentages had declined to 4.9 percent and 3.4 percent respectively.

The VS&A report is the first in a series of semi-annual reports being made available at an annual cost of \$500.

Trim travel costs 8% to 9% by monitoring requests

Oradell, N.J.—Hiring an employee to handle all a company's travel bookings can result in savings of 8 percent to 9 percent on travel costs in a company with at least one million dollars in yearly travel expenses, counsels Joe Valenzano, vice president of finance, Medical Economics Company. Savings achieved will more than pay for the individual's salary, he adds. The move requires strict monitoring of all travel requests, however, as well as a close working relationship with a travel agent who can provide certain reports, he noted.

Too many companies fall into a trap by working with a local travel agency of paying more than they should for travel expenses, Valenzano said. They mistakenly choose a convenient address over services provided. Rather, a travel agent that can offer certain reporting capabilities should be used, and should work in tandem with an employee of the company in monitoring these costs.

For instance, a travel agent that works with Medical Economics is able to tie in to a major airline's booking system, and thus can instantly produce a readout on, say, all the flights from New York to Chicago within a certain time period and their rates. It can then select the cheapest route. Should the employee for whom the flight is being booked request a more expensive flight, which perhaps is more direct, the travel agent will note

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Inserting a new magazine within another for several issues protects its growth in "an uncertain market," says the publisher of *PCjr World*.

point will have its own subscriber list and its own circulation rate base, although Bunnell would not estimate what those might be. The magazine's circulation is tied to the number of PCjr users, which is not yet determined.

Area business magazines contributing to databank

Louisville, Ky.—About 90 local, state and regional publications are contributing to Area Business Databank (ABD), a monthly anthology of business news that is provided on microfiche to subscribers.

Each issue of the publication contains more than 800 articles taken from the participating magazines. Subscribers, who currently include banks, universities, corporations and federal and state government agencies, pay \$635 to subscribe to the service.

Participating publishers receive \$2.50 for each story ABD uses, a free subscription to the service, and \$150 for each ABD subscription they generate. "We're also giving exposure to these publications that they would not normally get, in markets they would not normally venture into," points out Lewis M. Conn, president of ABD and former publisher of *Kentucky Business Journal*.

Conn, who is also executive director of the Association of Area Business Publications (AABP), said all but a few of the participating publications are AABP members. ABD and AABP, however, are not affiliated, he noted.

ABD includes regional business statistics and stories on local business trends, new technologies and products,

successful entrepreneurs, state tax policies, legislative and regulatory actions, market strategy, management styles, litigation and emerging stocks, he said.

The service had about 60 subscribers as of late December, Conn said. It must have 700 subscribers in order to break even in 1984, he said.

Inc.'s fastest-growing firms

(Continued from page 8)

zine for the Florida Jaycees. The company also publishes souvenir programs. Feldman says circulation for *Playbill* is about 260,000 monthly in Florida, and 145,000 in Texas and Louisiana. *Sunshine* reaches the airline's 300,000 customers, and *Triangle* has a 14,000 paid circulation.

In addition to putting out these publishing properties, Feldman's staff of 40 also runs a computerized ticket company in Florida called Select-A-Seat.

The next highest-ranked publishing company on the *Inc.* list, at number 51, is TSR, Inc., Lake Geneva, Wisconsin, known to game-players as the official publishers of *Dungeons & Dragons* rules and booklets. The company, which has been on the *Inc.* list for three years, according to publisher Mike Cook, has created many spin-off products from the original *Dungeons & Dragons* theme. One is a monthly magazine to aid players of fantasy/role-playing games, called *Dragon*, which has a circulation of 120,000 and monthly ad revenues of \$40,000, says Cook.

The company also publishes other magazines: *Amazing*, a bimonthly (12,000 circulation) that is also the oldest science fiction periodical, according to Cook; *Ares*, a bimonthly science fiction gaming magazine (7,000 circulation); *Strategy & Tactics Magazine*, a bimonthly military and historical gaming magazine (15,000 circulation); and *Polyhedron*, a monthly.

All these properties, plus the spin-off books, games and hobbies, caused TSR's sales to jump by 2,133 percent between 1978 and 1982. Sales for 1982 were \$20,773,000, hit \$26 million in fiscal 1983 and are expected to reach the \$35 million to \$40 million range in fiscal 1984, according to Cook.

The next publisher on the list of fast-growing companies is General Communications, Denver, Colorado, ranked at number 112 by *Inc.* The company publishes business magazines, among them *Denver Business*, a weekly tabloid newspaper that converted to a monthly business magazine last August. The conversion doubled its revenue, says publisher and chief executive officer A. Emmet Stephenson Jr. Other magazines published by General

are *Vail*, a city magazine published five times a year, soon to be quarterly; *Denver Magazine*; and a trade magazine called *Development Sales Information Catalog*, a monthly with weekly updates for the real estate industry.

Part of the success of the company, which had 1982 sales of \$1,439,000, a 1,282 percent increase over 1978 sales, is its good people, Stephenson says, especially its chief operating officer, Terry Vitale. In addition, it helps to have the company run "functionally," so that each department handles all the publications.

Central Mass Media, Worcester, Massachusetts, is number 139 on the *Inc.* list, with 1982 revenues of \$1,320,000, a 1,132 percent increase over 1978 revenues. Also a business publisher, Central Mass Media issues four publications, *Business Worcester*, a monthly tabloid; *Ocean State Business*, also a monthly; *Worcester Magazine*, a free weekly tabloid newspaper; and *CentrumGuide*, a monthly entertainment guide for central Massachusetts.

Dan Kaplan, publisher and president, attributes the company's success to "filling a niche" and being very marketing- and sales-oriented. He also notes he doesn't have a lot of competition for the Massachusetts business market reader. There are 62 employees at Central Mass Media now, as compared with 45 a year ago, another measure of the company's growth.

Two publications have fueled the success of Wizard Publications of Torrance, California. *BMX Action* (circulation 206,000), a bicycle-motocross action magazine for children, and *Bicycle Sport* (circulation 100,000), for adults, were started by publisher Bob Osborn. 1982 sales of \$1,804,000 topped 1978 sales by 860 percent, putting the company in *Inc.*'s number 212 slot. Sales for 1983 should be in the \$2.5 million to \$3.0 million range, says business manager Derrick Rogers. A number of spin-offs, such as books and handbooks are also sold, he adds.

Southern Accents Magazine's publisher, Walter Mitchell Jr., attributes the growth of his magazine to "dumb luck" and "hard work." The magazine, ranked at number 331 on *Inc.*'s list, had revenues in 1982 of \$2,959,000, a 566 percent increase over 1978 revenues. The secret to the success of *Southern Accents*, which is subtitled "the magazine of fine Southern interiors and gardens," is "dealing with rich folks," according to Mitchell. The magazine's readers, now numbering 185,000, have an extremely high demographic profile: annual household incomes averaging \$2,193 and principal home market of \$213,191. The magazine, published in Atlanta,

Georgia, almost didn't make it when on a first direct mail effort, Mitchell got a dismal response from a poorly chosen list. Later efforts, sent to a "high society" list of names, drew an overwhelming response, and the magazine was launched.

Skybird Publishing, New Orleans, Louisiana is the only trade magazine publisher on *Inc.*'s fastest-growing list. The company publishes *Play Meter*, for the coin-operated game machine industry. The magazine, published twice a month, has 11,000 subscribers and goes to 63 foreign countries, explains president and publisher Ralph Lally. He attributes the magazine's success to "a liberal editorial philosophy—we're not afraid to step on toes." The magazine has turned down "tens of thousands" of dollars in advertising because it refuses to take ads from companies manufacturing gaming equipment that can be used as illegal gaming devices. "It would get our readers in trouble," Lally asserts.

Since 1980, the company also has run a trade show, called Amusement Operators Expo, at the Hyatt O'Hare in Chicago. "We had 8,000 people last year and 500 booths," Lally says. "It's becoming a very successful show." Altogether, the trade show and the magazine brought in \$1,697,000 in revenue in 1982, a 529 percent increase over 1978 sales, putting the magazine at 361 on *Inc.*'s list. The 1983 revenue figure will be about \$2.2 million.

The eighth publisher on *Inc.*'s list is Seavex Limited, Boston, Massachusetts, which is primarily an ad representative firm, but has part ownership in two magazines. *Pacific*, a quarterly, goes to American Express card holders in Southeast Asia, and is published by a Hong Kong publishing company. Seavex is general partner in *Ultrasport*, a bimonthly for endurance sports enthusiasts, which premiered in January. Most of the growth for the firm, however, is in the "repping" business, explains Steven Rau, associate director. The company, listed at number 478 by *Inc.*, had a 417 percent sales increase from 1978 to 1982, with 1982 revenues of \$1,256,000.

Work-for-hire

(Continued from page 9)

rights in an agreement separately and specifically, as the Cochran bill requires. "It is inconceivable what you would write to have all rights transferred," Agdern says. "You'd never be able to finish. There's always another subclause, another wrinkle. If you want to transfer all rights you have to write 'all rights.'"

The publishers' representatives also contend that the legislation would

hurt freelancers more than it would help them. David Lee, vice president of MPA, said magazines would be much less likely to use freelancers if publishers had little or no control over future uses of the work. "This is an example of wrong-headed legislation," he says.

"This bill threatens to throw the baby out with the bath water," adds a Washington, D.C. lobbyist.

Carol Risher, director of copyrights for the American Association of Publishers, said the Cochran bill is based on the false assumptions that all publishers "are out to abuse" freelancers, and that legislation can prohibit abuses from occurring.

Risher suggested that representatives from freelancers' and publishers' organizations meet to discuss freelancers' grievances. "We can't throw out a working system," she says.

New computer software

Datamension Corporation has added "Exec" to its Report Manager spreadsheet software. Exec is a built-in command language that uses simple commands (similar to Basic commands) and can capture and repeat sequences of keystrokes. The Exec front-end applications include loan payments, future and present value, effective interest, amortization and linear regression. Exec programs can perform tax calculations, analyze responses to on-screen questionnaires and create departmental reports. Minimum requirements are an IBM Personal Computer, 128K or RAM and two disk drives. For additional information, contact Datamension Corporation, 615 Academy Drive, Northbrook, Ill. 60062.

Pearlsoft Division, Relational Systems International Corporation, has a new integrated accounting system for the IBM Personal Computer. Every on-screen form, printed report and file can be customized to the small-to-medium-size business' specific requirements. The system, Accounting Pearl—with general ledger, accounts receivable, accounts payable, payroll and inventory modules—is available for \$895 at Pearlsoft dealers. For more information, contact Pearlsoft Division, Relational Systems International Corporation, 25195 SW Parkway, Wilsonville, Ore. 97070.

CMA Micro Computer has announced the release of a new free software catalog for the firm's new line of applications mini-packs. The firm currently offers over 200 packages for the IBM, Apple II, Apple III, Apple Lisa, TRS-80 and Wang Professional computers. Mini-pak is the firm's line of low cost, single-purpose business appli-

cations, including inventory management systems, and payroll and general ledger applications, as well as receivables applications. For a free catalog, write CMA Micro Computer, 55722 Santa Fe Trail, Yucca Valley, Calif. 92284.

Briefs . . .

Esquire is making a promotion out of its exhaustive search for future leaders under 40, to be featured in its 1984 *Esquire* Register issue. It will use ads in *The New York Times*, *The Wall Street Journal*, *The New Yorker*, *Forbes* and *Time*, as well as a direct mail campaign expected to elicit nominations from 60,000 people. The magazine expects to have about 5,000 nominations from which the staff will choose between 40 and 60 people.

Revenues for The New York Times Company magazine group decreased by 3 percent in the third quarter of 1983 to \$43.3 million, while operating profits declined to \$3.8 million from the 1982 third quarter figure of \$5.6 million. The decline occurred largely because the third quarter of 1983 included one less issue of *Family Circle* than the third quarter of 1982 as a result of the magazine's 17-issues-a-year publication schedule.

Time Inc. has established the Time Inc. Scholars Program to assist minority college students. The company's initial grant will be \$100,000 to 10 colleges and universities.

National Journal will publish a convention daily, 16 to 24 pages in length, to be distributed free at the Democratic and Republican conventions in 1984. Management hopes the issue will be supported by top corporate advertisers, major labor unions and trade associations interested in reaching *National Journal's* audience of opinion-makers.

People

Jay Burzon to senior vice president, Parade Publications, Inc., from vice president, associate publisher/advertising, *Woman's Day*. He will be responsible for ad sales, marketing, advertising promotion, research, public relations and newspaper relations.

Jonathan B. Piel to publisher, *Scientific American*, replacing his father, Gerard Piel, who will continue as chairman of the company. Brian P. Hayes to editor, from associate editor.

Marshall Loeb to editor of Magazine

Advertising sales

1983 revenues, pages show healthiest gains since 1978

New York City—After a very poor year in advertising pages and revenues during 1982, magazine publishers had a robust 1983, posting some of the highest percentage gains since the late 1970s. Advertising revenues rose by 14.9 percent in 1983 compared with 1982. That is the largest percentage revenue increase since 1978, when revenues rose by 21 percent over those of the year before. And pages rose by 9.4 percent in 1983 over 1982, the highest percentage increase since 1976, when pages rose by 17 percent over those of the previous year.

Revenues for 1983 grew to \$3,939,064,007, up by \$510,160,951, while ad pages rose to 133,047.32, up by 11,430.55, compared with 1982 totals. Figures were reported by the 121 current Publishers Information Bureau (PIB) members.

All the magazine categories analyzed by PIB registered increases in ad pages and revenues during 1983, and seven of the nine registered revenue gains of 10 percent or more. Only the newspaper supplements category, composed of *Parade*, *Family Weekly* and *The New York Times Magazine*, posted a slight decline in ad pages, 0.9 percent, on an 8 percent revenue gain.

The category with the highest percentage increase in revenues was the fashion and service area, with a 25 percent revenue gain, on a 9 percent gain in pages. *Harper's Bazaar* led the increase in this category, with a 29.2 percent revenue hike on a 12.5 percent page increase. Next-highest percentage revenue increase came in the business category, which posted a 23.5 percent revenue increase over 1982, on a 13.3 percent increase in pages. *Venture* led this category with a 110.5 percent revenue gain on a 69.2 percent increase in pages.

The monthlies category, which had the next-highest percentage increase in revenues, of 14.1 percent, also posted the highest percentage increase in ad pages of any of the categories, 15.1 percent. (The fact that the percentage page increase in this category is

Magazines ranked by ad pages January-December 1983

Rank	Publication	Pages	% change from 1982
1	<i>Business Week</i>	4,643.94	7%
2	<i>TV Guide</i>	3,643.53	1
3	<i>The New Yorker</i>	3,636.62	-7
4	<i>People Weekly</i>	3,448.72	-3
5	<i>Forbes</i>	3,402.12	15
6	<i>Fortune</i>	3,288.77	21
7	<i>Vogue</i>	3,112.53	11
8	<i>Newsweek</i>	2,958.18	3
9	<i>New York</i>	2,919.73	15
10	<i>Sports Illustrated</i>	2,760.59	2

Source: Publishers Information Bureau

Only five of the top 10 magazines in ad pages were also listed in the top 10 in ad revenues: *Business Week*, *TV Guide*, *People Weekly*, *Newsweek* and *Sports Illustrated*. *Time*, the number one magazine in ad revenues, just missed the top 10 in ad pages: It was ranked 11th with 2,698.63 pages, a 2 percent increase over 1982 totals.

Magazines ranked by advertising revenue January-December 1983

1983 rank	1982 rank	Publication	Revenues	% gain over 1982
1	1	<i>Time</i>	\$298,611,587	16%
2	2	<i>TV Guide</i>	269,421,813	12
3	3	<i>Newsweek</i>	218,722,832	12
4	4	<i>Sports Illustrated</i>	183,222,344	12
5	5	<i>People Weekly</i>	175,515,364	10
6	6	<i>Business Week</i>	156,499,010	17
7	7	<i>Good Housekeeping</i>	127,243,052	15
8	8	<i>Family Circle</i>	118,829,941	12
9	10	<i>Better Homes and Gardens</i>	109,037,661	9
10	-	<i>Woman's Day</i>	105,864,537	19

Source: Publishers Information Bureau

Although the top eight magazines in ad revenue kept the same order in rank from 1982 to 1983, there was some shifting in the bottom two places. *Better Homes and Gardens*, which was number 10 in 1982, moved up to ninth place, while *Reader's Digest*, which placed ninth in 1982, dropped out of the top 10 altogether, into 11th place. *Woman's Day*, 11th in 1982, moved up to become the last of the top 10 in 1983.

higher than the percentage revenue increase can be attributed to the inclusion of several smaller magazines, which realized sizable gains in ad pages on smaller revenue bases, according to a PIB spokesman.)

Monthlies outperformed the weeklies and biweeklies category in percentage increase of ad pages, although the percentage revenue in-

creases for these categories were close (weeklies and biweeklies had a 13.6 percent revenue increase on a 5.6 percent increase in ad pages). This reversed the two categories' standing in 1982, when the weeklies and biweeklies category outperformed the monthlies in ad page increases over the previous year.

The ad page increases in the
(Continued on page 29)

valuable to readers and, thus, a good place to advertise. A yearly equipment survey, for instance, in which *R&I* identifies what equipment is being used and purchased, is helpful to both advertisers and food service managers.

Advertisers and readers can obtain the *R&I* market data from the magazine, which usually contains the abridged results of 10 research projects per issue; through proprietary agreements with *R&I*'s Bureau of Food Service Research; and from the bureau directly, free of charge, the publisher said.

"In the food service field, advertisers can't get the kind of target information that they want easily and inexpensively," Wexler says. "A magazine that supplies them year after year gets to know their problems better."

The benefit *R&I* derived from this on-going relationship in 1982 was the largest ad revenue increase and 17th-largest increase in ad pages among business magazines, according to *The FOLIO:400*. Revenues totaled \$17.8 million, a \$4.5 million rise over 1981, and pages totaled 3,011, a 320-page jump.

Revenues increased by another \$1.6 million and pages by 430 in 1983, according to Wexler.

R&I, a Cahnners publication, spends "far in excess" of \$500,000 a year on research projects, such as the equipment census, the publisher said. Other projects include the following:

- A menu survey, in which the popularity of more than 100 food products is tracked in restaurants, fast food chains, hospitals, schools and colleges

- A national family opinion poll, in which over 20,000 families are asked about their favorite foods and restaurants, and how often they eat out

- A jobs survey, in which more than 4,000 food service employees are asked about their salaries, backgrounds and aspirations

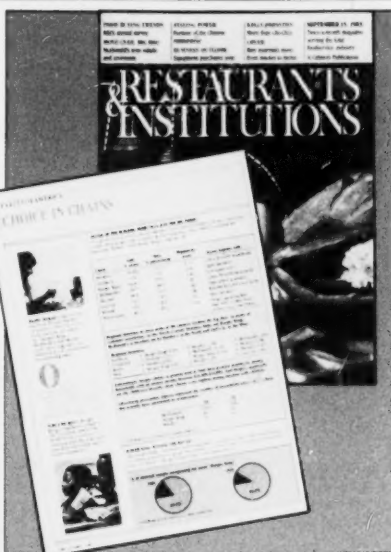
- A food service cost index, in which the cost of 25 items, from lettuce to hamburgers, is measured.

"We're doing a lot of things that other magazines don't want to spend money on," Wexler says. "Others won't do it because they can't tie it to any specific ad campaign or schedule."

The publisher also attributed *R&I*'s success to the general growth of the food service market. That market now receives 37.8 cents of every dollar spent on food—an increase of 12.3 percentage points over 1954—according to U.S. Department of Agriculture figures.

"Overall, food service magazines have gained an average of 10 percent in pages every year," he says.

Wexler said the recession also helped *R&I* by forcing advertisers to



Advertising revenue climbed 46 percent at *Restaurants & Institutions* in two years, largely because of in-depth editorial research in each issue.

concentrate their ads in the large food service magazines. "Our increases came about as people cut back from buying six pages in every book to advertising in just a few," he says.

In addition to making gains in ad pages and revenues, *R&I* has hiked its non-paid circulation by 20,000, to a total of 127,000, and increased its frequency of publication from 24 to 26 times a year.

Size has different effect on color, b&w ad performance

New York City—The size of a four-color advertisement affects all aspects of its performance, whereas the size of a black-and-white ad affects only its ability to attract reader attention and to build reader preference, according to a study by McGraw-Hill's Laboratory of Advertising Performance (LAP).

The LAP study of 863 black-and-white ads and 2,043 four-color ads found that large color advertisements attract reader attention, build reader preference, create awareness, arouse interest and keep customers sold more effectively than small color ads. But larger black-and-white ads do not have a greater ability to build awareness and interest, or help keep customers sold, the study found.

According to the LAP report:

- Larger four-color and black-and-white ads are more likely than small ones to attract a reader's attention. The average "establish contact" score for spread ads was 40 percent higher for color and 36 percent higher

for black-and-white compared with fractional ads.

- Larger four-color ads significantly increase awareness of a product or service being advertised. The "create awareness" score for color spread ads was 27 percent higher than for fractional ads, but the score was 8 percent lower for black-and-white spread ads than for fractional ads.

- Four-color full-page and spread ads increase interest in a product by 22 percent and 21 percent respectively. The size of black-and-white ads did not affect the interest shown in a product.

- Larger four-color and black-and-white ads significantly increase a reader's preference for a product or service. The "build preference" scores for color and black-and-white spread ads increased by 34 percent and 23 percent respectively.

- Four-color spread ads increased the "keeping customers sold" score by 10 percent over fractional ads, but black-and-white spreads were no more effective than fractional ads in keeping customers sold.

PIB figures

(Continued from page 23)

monthlies category were paced by the 227.5 percent page increase registered by *Consumers Digest*, which went from 28.35 ad pages in 1982 to 92.85 in 1983. Other monthly magazines turning in healthy increases in ad pages were *Esquire*, which went from 778.64 pages in 1981 to 1,255.14 pages in 1983, a 61.2 percent increase, and *American Health*, which posted a 65.9 percent increase in pages from 154.56 to 256.34 in 1983.

The women's category of magazines posted a 15.1 percent revenue increase on a 7 percent page gain, while the youth category, composed of only *Boys' Life*, posted a 9.6 percent revenue gain on a 4.9 percent increase in pages. The mechanics and science category had a 10.7 percent revenue increase, on 3.3 percent more pages. The home category of magazines posted a 9.2 percent revenue increase on a 4.4 percent page gain, while the outdoor and sports group registered a 6.5 percent revenue increase on 3.2 percent more pages.

People

Marvin Krauss to marketing director, *Vanity Fair*, from advertising manager, *New York*.

Mark Ford to manager of the Chicago office, *Cosmopolitan*, from sales representative; **Marshall Feldman** to New York advertising manager, from senior advertising rep.

he adds. "We talk to the wholesalers, but most business habits are so deeply ingrained that it's very difficult to change their ways."

Magazines' productivity at retail surpasses other categories by far

North Arlington, N.J.—Magazines perform very well in terms of their productivity for retail stores, much better than other categories of products, says Jack Fitzmaurice, president of Periodicals Institute (PI), a marketing/merchandising organization. Publishers should be aware of the advantages magazines have over other merchandise, he recommends, since it contributes to an overall knowledge of the distribution system for their magazines.

Speaking at seminars held by PI for publishers and wholesalers, Fitzmaurice explained that both the number of "turns" and gross margin for magazines are high compared with those of other categories of merchandise. (Turnover, which is measured in "turns," or the number of times inventory turns over in a year, is computed by dividing the annual retail sales in a store by the average inventory.)

The number of turns and the gross margin, when multiplied, give the gross margin return on investment points, and this is a measure of a category's productivity at retail, Fitzmaurice explained. Magazines and books, which are measured together as a category, have a relatively high number of turns, between 15 and 18, although the exact number is disputed. They also, as

Gross margin return on investment points (number of turns x gross margin percent)

Category	No. of turns	x Gross margin %	= Gross margin return on investment points
Magazines	15	28.0	420
Tobacco	14	14.7	206
Candy	7	26.0	182
Greeting cards	3	50.0	150

Source: Jack Fitzmaurice, president, Periodicals Institute

Calculating magazines' productivity at retail in gross margin return on investment points proves magazines are a prime category for retail stores.

a category, produce a relatively high gross margin (gross margin includes RDAs and other special allowances) of 28 percent. Taking an average of 15 turns, then, for magazines and books, and multiplying it by 28 (the gross margin) produces the figure of 420 gross margin points.

This measure of 420 gross margin points compares very favorably with that of other product categories. For instance, greeting cards, which are often thought to be a hot item for stores, measure between three and six turns, although they have a 50 percent gross margin. Thus, greeting cards produce between 150 and 300 gross margin return on investment points, significantly below that of magazines, even though their actual gross margin is higher.

Magazines manage to show higher gross margin return on investment points because both the turns and the gross margin are relatively high, Fitzmaurice continued. Some categories may have a very high number of turns, but a low gross margin, or

conversely, a low number of turns and a high gross margin, but the ultimate measure, the gross margin return on investment points, is not higher than that of magazines and books.

"And when you're talking productivity of space, which is what gross margin points measure, you're talking good green dollars," Fitzmaurice says. "Magazines are one of the top three products at the check-out and they are one of the most productive lines for retail stores. In addition, they are good in-line, or mainline products, performing well in Family Reading Centers. They are definitely a prime category, not a secondary category, for retail stores to stock," he asserts.

A publisher is well-served to know these facts, Fitzmaurice continued, in order to help see that magazines are positioned well at retail. "Knowing this should help editors position their product better for single-copy sales and should help publishers work better with wholesalers and retailers, the people who display their product to the customer."

Top 10 American magazines in annual foreign sales

Magazine	Annual foreign sales in dollars	Foreign, U.S. possessions, military (ABC-reported issues)	U.S. only (ABC-reported issues)	Foreign issues as a % of U.S. issues	Cover price and annual frequency
1 <i>Penthouse</i>	7,200,360	200,010	2,864,731	6.9%	\$3.00 12
2 <i>Playboy</i>	6,483,924	180,109	1,858,380	9.6	3.00 12
3 <i>Life</i>	1,346,712	56,113	586,922	9.5	2.00 12
4 <i>Muscle & Fitness</i>	1,341,943	37,908	248,730	2.3	2.95 12
5 <i>Architectural Digest</i>	1,339,200	24,800	84,320	29.4	4.50 12
6 <i>Hustler</i>	1,327,578	31,609	936,928	3.3	3.50 12
7 <i>Omni</i>	1,279,530	42,651	399,240	10.6	2.50 12
8 <i>Scientific American</i>	1,053,360	35,112	80,285	43.7	2.50 12
9 <i>National Enquirer</i>	1,020,828	30,202	4,338,612	0.7	0.65 52
10 <i>Easyriders</i>	1,018,848	42,452	290,368	14.6	2.00 12

Source: Boarts' Report of Overseas Sales of American Magazines

A recent study by Boarts International, Inc., of 212 magazines with international single-copy sales revealed that *Penthouse* and *Playboy* have a dramatically higher sales volume

than the other eight of the 10 top-selling magazines. These figures, published in the December 1983 issue of Boarts' *Report of Overseas Sales of American Magazines*, are calculated

using the June 30, 1983 Audit Bureau of Circulations report. Total foreign sales was obtained by multiplying the average copies sold per issue by frequency and cover price.

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APRIL 1984

THE MAGAZINE FOR MAGAZINE MANAGEMENT



Ad Sales: Are You Ready?

Special interest magazines *can* sell national accounts
Creating persuasive sales presentations
Setting ad rates: The marketer's art

The Editor's Handbook: Concepts that shape editorial
How magazines handle rebilling production costs

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE Management

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Editorial

Editorial pages expand to match increases in advertising pages... *Family Circle* ceases bleed-page editorial, showcases advertising. Page 16.

Circulation/Subscription

USPS permits mailers to commingle Zip + 4 mail... Lower postal deficit delays rate hikes. Page 28.

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'Advertorials' gain in share at *Fortune*, *Scientific American*. Page 39.

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Production Workshop

Rebiling production costs: When, how and whether to charge advertisers for work done to make ads ready for publication. Page 58.

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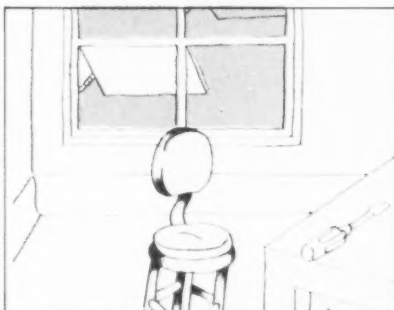
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Creating persuasive sales presentations

By Julie A. Laitin
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Special interest magazines can sell national accounts: Part I

By Spencer H. Longshore III
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By Peter Jacobi
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supplements," Garretson says. "It would allow them to give their readers more service."

Business magazines' annual growth rate over five years: 11%

New York City—Business magazine publishers experienced a compound annual revenue growth of 11 percent from 1978 to 1982, according to a recent study. Revenue growth slowed in 1982, rising just 4 percent, in what turned out to be a poor year for much of the business press.

These figures have been provided by Veronis, Suhler & Associates (VS&A), a New York investment banking firm. VS&A recently released its analysis of the financial performance of 152 companies in nine communications industry segments. (For a report on VS&A consumer magazine findings see FOLIO: March 1984, page 12.)

The business magazine segment includes trade journals, general business magazines, newsletters, trade

shows and, to a small extent, electronic publishing activities. The information on business magazine performance is from nine companies that publicly report by lines of business.

Because of the limitations of working with public information, significant private business magazine publishers are left out—a point acknowledged in the report. Such publishers as Bill Communications, Crain Communications, International Data Group, Forbes, Reed Publishing, Holdings, Ltd. (Cahners) and Ziff Corporation are omitted. Other business magazine publishing companies are left out because their parent companies do not report by line of business—Technical, International Thomson and Chilton, for example.

Over the five-year period, revenues for the business magazines making information available increased from \$512 million to \$788 million. The 1982 average revenue per company was \$88 million. As VS&A points out, revenues in the business magazine segment are dependent on the health of the industries they cover. Thus, even

in 1982, a relatively poor year, magazines in the electronics/computer field enjoyed 15 to 30 percent increases in ad revenues.

The leader in business magazine revenues, by more than 250 percent, is McGraw-Hill, according to VS&A. McGraw-Hill (which includes *Business Week*, *Data Communications* and *Byte*, in addition to many other magazines and newsletters), had 1982 business magazine revenues of \$345 million. Second and third in revenues were the business magazine division of Harcourt Brace Jovanovich and the Penton/IPC division of Pittway Corporation.

In terms of revenue growth, Cardiff leads the business magazine segment: Cardiff experienced a compound annual growth rate (CAGR) of 31 percent over the period 1978-1982, VS&A reports. The main reason for Cardiff's high percentage growth, the study points out, is its small size (in terms of revenue, it is the smallest company included), and its concentration of magazines in growing industries (*Cable Television Business*, *Satellite Communications* and *Computers in Healthcare*).

The recession deflected operating income more severely than it did revenues, the report concludes. Income managed only a 7 percent CAGR over the five-year period, ending with a 16.4 percent decline in 1982.

Though 1981 operating margins for business magazines were consistently strong—in the 14.4 to 15.2 percent range—according to VS&A, margins slumped 3 percentage points in 1982 to 12.2 percent.

Still, business magazines had better margins in 1982 than did consumer magazines, with 10 percent. In comparison with the communications industry as a whole, however, business magazines underperformed in growth of both revenues and income, according to VS&A.

Business magazine publishing performance*

1982		1982	
Rank	Company	Rank	Company
1	McGraw-Hill	1	Gralla Publications
2	Harcourt Brace Jovanovich	2	McGraw-Hill
3	Pittway (Penton/IPC)	3	Pittway (Penton/IPC)
4	IMS International	4	Webb Company
5	Southam	5	IMS International
6	Webb Company	6	Cardiff Communications
7	Gralla Publications	7	Southam
8	Media Horizons	8	Harcourt Brace Jovanovich
9	Cardiff Communications	9	Media Horizons
Business magazine total		Business magazine average	
2Communications industry total		2Communications industry average	
	\$344.6		17%
	128.8		16
	107.8		11
	54.6		10
	50.6		10
	48.0		8
	39.4		7
	8.1		—4
	6.2		12%
	\$788.0		14%

1982		1978-1982	
Rank	Company	Rank	Company
1	McGraw-Hill	1	Cardiff Communications
2	Pittway (Penton/IPC)	2	IMS International
3	Harcourt Brace Jovanovich	3	Gralla
4	Gralla Publications	4	Media Horizons
5	IMS International	5	Webb Company
6	Webb Company	6	Southam
7	Southam	7	Harcourt Brace Jovanovich
8	Cardiff Communications	8	McGraw-Hill
9	Media Horizons	9	Pittway (Penton/IPC)
Business magazine total		Business magazine average	
2Communications industry total		2Communications industry average	
	\$54.7		31%
	11.4		21
	9.2		19
	6.6		18
	5.3		17
	4.8		13
	3.9		10
	—0.6		10
	—0.3		6
	\$96.2		11%
	\$6,404.6		15%

*Represents the business magazine publishing segment of these companies.

1 Compound annual growth rate

2 Represents nine business areas: radio and television broadcasting; cable and pay television; business magazine publishing; business information services; newspaper publishing; book publishing; consumer magazine publishing; entertainment programming and distribution; and advertising agencies.

SOURCE: VERONIS, SUHLER & ASSOCIATES INC.

Commuter Express aimed at upscale New York train riders

New York City—When Frances Freeman-Dorf used to take the train to her job in the promotion department at *Esquire*, she "was always looking for something to read." Now there is a magazine—and Freeman-Dorf publishes it.

On April 2, Freeman-Dorf and a number of private backers launched *Commuter Express*, a twice-a-month magazine for commuters on Metro North trains, which serve the New York and Connecticut suburbs to the north of New York City. About 100,000 copies of the tabloid are dis-

73% of ordinary second class publications delivered late

Publication delivery box score:

Ordinary second class and controlled circulation publications

October-December 1983

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	15	12	33	23	9	8
Boston (Area 021)	16	14	30	14	24	2
Boston (Area 022)	0	50	25	25	0	0
New York	6	8	30	28	19	9
Buffalo	18	7	32	36	0	7
Pittsburgh	11	14	40	21	7	7
Philadelphia	6	5	16	35	27	11
Washington, D.C.	27	19	21	14	14	5
Atlanta	17	15	29	24	10	5
Miami	39	18	29	8	4	2
Memphis	23	12	42	19	4	0
Cincinnati	23	21	28	15	9	4
Detroit	12	12	44	8	12	12
Milwaukee	2	14	38	27	16	3
Minneapolis	8	15	59	11	7	0
Chicago	12	10	48	20	8	2
New Orleans	26	21	21	21	11	0
Dallas	44	16	24	5	4	7
Houston	25	18	40	4	2	11
Denver	13	11	36	21	15	4
Salt Lake City	0	10	24	24	24	18
Los Angeles	15	13	38	15	14	5
San Francisco	27	24	27	9	11	2
Seattle	27	20	35	14	4	0

*Including other U.S. cities and SCFs not listed

Source: Red Tag News Publications Association, Inc.

Service improved by 4 percentage points overall for ordinary second class publications in the fourth quarter of 1983 compared with the third quarter. For all cities monitored, the combined percentage of publications that were delivered on time (service standard) or sooner (better than service standard) was 27 percent in last year's fourth quarter, compared with 23 percent during the third quarter.

Service was 4 percentage points worse in the fourth quarter, however, compared with the same quarter during 1982, when 31 percent of ordinary second class publications were delivered on time or sooner.

Sixteen out of the 23 delivery areas listed here experienced improved service in the fourth quarter compared with the third quarter. The biggest improvement in on-time or sooner service was shown in New Orleans, where 47 percent of publications were delivered on time or sooner in the fourth quarter versus 10 percent in the third quarter. The best combined on-time or sooner delivery service occurred in Dallas (60 percent) and Miami (57 percent). Miami, however, registered a service decline from the third quarter, when 63 percent of publications had on-time or sooner delivery.

The poorest delivery record occurred in Salt Lake City, where only 10 percent of publications were delivered on time or sooner, compared with 13 percent during the third quarter. Of the three cities that registered the poorest delivery service during the third quarter, all have improved, although by varying degrees: Pittsburgh (25 percent versus 9 percent), Chicago (22 percent versus 9 percent) and Philadelphia (11 percent versus 9 percent). The city showing the worst decline in service between the two quarters is Minneapolis (23 percent delivered on time or sooner in the fourth quarter versus 50 percent in the third quarter).

A comparison of the fourth quarter of 1983 with the fourth quarter a year earlier shows that several cities showed large declines in the percentage of publications delivered on time or sooner: Buffalo (25 percent versus 74 percent), Minneapolis (23 percent versus 58 percent), Chicago (22 percent versus 53 percent) and New York City (14 percent versus 41 percent). Only one city showed a marked improvement between these two quarters: New Orleans (47 percent versus 22 percent).

ond-class postage rates," Fahy notes. He said the average cost for direct mail, which is not mailed as part of the magazine, is \$1.00 to \$1.50 per piece; for telephone, \$2.50 to \$3.00 per call.

Fahy also points out that wrap-around covers can simplify requalification efforts. "A lot of publishers, particularly of controlled circulation magazines, are doing all their requalification efforts at one time. In the

past, magazines had subscribers who came on in different months. If publishers wanted to requalify those subscribers on a controlled basis, they would start sending out letters in various months according to when the people came on the list. So the efforts on the direct mail basis have been on a staggered level.

"But with this method," Fahy continues, "they can instead simply

tell the fulfillment house to generate labels in one lot for all of those people who would normally come due for requalification in a six-month period, and then provide a wraparound cover for all those magazines that represent all of those labels. It's a very easy technique."

Because of their higher impact and lower cost, Fahy suggested, wrap-around covers may be used as a contin-

"LATE AGAIN?"

"Who was it this time?
The printer . . .
the envelope guy . . .
the mailing house?"



"Next time . . .
you VALCO it!"

Call Harvey Cohen at VALCO

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For your
complete Direct Mail package
call VALCO, then relax.

TESTING, CONTINUITIES, ROLLOUTS

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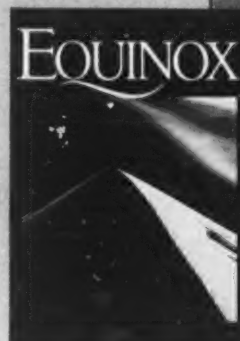


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42 FOLIO



Big can be beautiful, as shown by some magazines' conversion to full-size (8½-inch by 11-inch) rate cards. Some, such as *Equinox* and *Harrowsmith*, add tabs for handy filing. *Scientific American* uses more traditional format.

with inside pockets.

This chauvinistic thought "never occurred" to Jane Whitney, national sales manager of PennWell's *Laser Focus Including Electro-Optics*, Littleton, Massachusetts.

Nevertheless, she also now uses the full-size rate card, and attributes its adoption to the fact that more and more information had to go into the card, resulting in more and more gatefolds.

Mason Fackert, group vice president at PennWell, volunteered that it was foolish to assume that a buyer would keep stuffing every salesperson's rate card into his inside jacket pocket. He also feels that full-size cards are more readable.

However, a spot check with C. John Kirby, advertising director of *Scientific American*, to see whether the switch to full-size cards constitutes a trend, elicited the response: "Hell, no; we just made ours smaller to fit in a wallet. We did make the type bigger, though."

Coupon redemption doubled with inserts

Clinton, Iowa—If you are trying to demonstrate the power of your audience through an advertiser's coupon redemption, you should be aware that coupons on magazine inserts are redeemed at twice the rate of coupons printed on magazine pages.

Coupons on magazine inserts, which pop up from the binding at readers, have a higher redemption rate than coupons in newspapers, according to the A.C. Nielsen Company's 1984 report on "Coupon Distribution and Redemption Patterns."

The report, from the Nielsen Clearinghouse, also makes known for the first time the redemption levels of all manufacturers' cents-off coupons.

It shows that American consumers last year cashed in a record 5.56 billion coupons, worth \$1.69 billion, up 24 percent from 1982.

Coupons inserted in magazines, categorized as pop-ups by Nielsen, had a 5.1 percent redemption rate, whereas on-page magazine coupons had a 2.4 percent rate. In newspapers, by comparison, free-standing inserts in Sunday editions had a 4.3 percent redemption rate; on-page, 2.8 percent; and Sunday magazines, 2.4 percent. In other categories, direct mail coupons had a redemption rate of 8.9 percent; on-pack, 12.2 percent; and in-pack, 18.3 percent.

In total, 142.9 billion manufacturers' coupons were distributed last year, Nielsen reported.

'83 corporate advertising in magazines remained at recession year level

New York City—Corporate advertising spending in magazines last year appeared to be almost holding its own with expenditures in 1982, a year that saw a decline of nearly 18 percent from the year before. Available figures show that companies spent, in their own behalf, \$94.7 million in the first half of 1983 in consumer magazines and Sunday magazines (newspaper supplements), as compared with \$212.9 million in all of 1982.

This information comes from *Public Relations Journal's* 12th annual survey of corporate advertising spending in six media, including network TV, spot TV, radio and outdoor.

Last year, magazines more than held their own in spending by the 10 leading corporate advertisers, the survey shows. Those companies spent \$34.2 million in the first half of 1983 and \$64.3 million in all of 1982. Magazines accounted for more than one

Ten leading corporate advertisers January-June 1983—In dollar (thousands) rank order

	Six-media totals	Consumer magazines	Sunday magazines	Network TV	Spot TV	Radio	Outdoor
Ford Motor Co.	\$22,327.5	\$9,652.6	—	\$10,232.4	\$2,252.3	\$190.2	—
American Telephone & Telegraph Co.	20,384.9	7,104.8	—	13,279.7	.4	—	—
General Motors Corp.	13,928.6	5,126.5	—	6,556.1	831.5	1,414.3	\$.2
International Business Machines Corp.	10,276.1	3,783.3	\$234.0	5,775.3	54.3	449.2	—
E.I. Du Pont De Nemours & Co., Inc.	4,737.7	21.3	—	4,715.7	—	—	.7
Pfizer, Inc.	4,199.6	891.4	—	2,989.7	134.1	184.4	—
Chrysler Corp.	3,979.6	3,979.6	—	—	—	—	—
GTE Corp.	3,976.9	1,826.0	—	2,130.4	20.5	—	—
Amerco, Inc.	3,971.0	—	—	3,971.0	—	—	—
International Telephone & Telegraph Co.	3,360.0	1,581.7	—	1,778.3	—	—	—
Totals	\$91,141.9	\$33,967.2	\$234.0	\$51,408.6	\$3,293.1	\$2,238.1	\$.9

Reprinted from *Public Relations Journal*

third of the top 10's spending in all six media in the period, with automotive companies (Ford, General Motors and Chrysler) accounting for more than half of magazines' totals.

Public Relations Journal's tracking of corporate advertising in all six media shows that total corporate spending increased from 1976 to 1980, then eased a bit in 1981, and declined 4.5 percent in 1982. Trade association spending, meanwhile, rose steadily and registered an 18.6 percent increase in 1982.

Book displays best ads of 1983

The One Show: Judged To Be Advertising's Best in Print, Radio, TV, Volume 5, has been published by American Showcase, Inc.

The One Club for Art and Copy, a New York City-based organization of advertising art directors and copywriters, holds a contest every May to select the best advertisements of the year. Volume 5 displays the best ads of 1983. Ads are arranged according to categories, including the club's Gold and Silver-Award winners, print finalists (in consumer newspaper, consumer magazine, trade, outdoor, public service and corporate categories), radio finalists and television finalists. Volumes 4 and 5 of *The One Show* annual can be ordered for \$40 per volume, and volume 3 for \$35, from American Showcase, Inc., 724 Fifth Avenue, New York, N.Y. 10019.

Michigan rep offering full marketing services

Richland, Mich.—Bill Valentine is convinced that a lot of publishers who go to reps for help need help in more than just selling ads. So, he has formed Publishers Marketing Services, a sister

company to his Valentine Reps firm, and has two new clients and a new assignment from a current one.

Under the umbrella of William R. Valentine, Inc., he is now offering the full spectrum of services in circulation, promotion, research and graphics to publishers of agricultural and trade magazines. His new clients are State Journal Group (an association of medical magazines) and United Kennel Club. He reps for *Solutions* (the publication of the Liquid Fertilizer Association), *Dairy*, *Modern Veterinary Practice*, *Western Livestock Journal* and *Gun Dog*.

McGraw-Hill finds art in ads a step to sales

New York City—McGraw-Hill's Laboratory of Advertising Performance (LAP) has come up with some interesting numbers on how much an illustration increases readership in business-to-business ads during a five-step progression to a sale. Following are the steps and readership scores for ads with artwork compared with ads without artwork:

- Establishing contact—32 percent higher.
- Creating awareness—5 percent higher.
- Arousing interest—26 percent higher.
- Building preference—22 percent higher.
- Keeping customers sold—9 percent higher.

The study involved analysis of 3,406 ads, with 3,294 having some form of illustration and 112 having none. For copies of the LAP report (#3170.1), contact Lori Jersey, Marketing Communications, McGraw-Hill Publications Company, 1221 Avenue of the Americas, New York, N.Y. 10020. 212-512-4479.

ABP is countering lack of industry ad savvy with campaign and book

New York City—The American Business Press (ABP) surveyed 427 corporate executives and found that only one out of 10 believed that business-to-business advertising was working well for his company.

Well, ABP is doing something about that situation: It has launched a two-year promotion campaign to inform top management of the need to be involved in advertising planning and measurement. Nearly half the respondents said they used no measurement tools to monitor advertising effectiveness.

At the heart of the campaign is a handsome, 32-page, four-color booklet, entitled "Top management's role in di-

**Top management's
role in directing,
budgeting and
evaluating advertising
programs.**



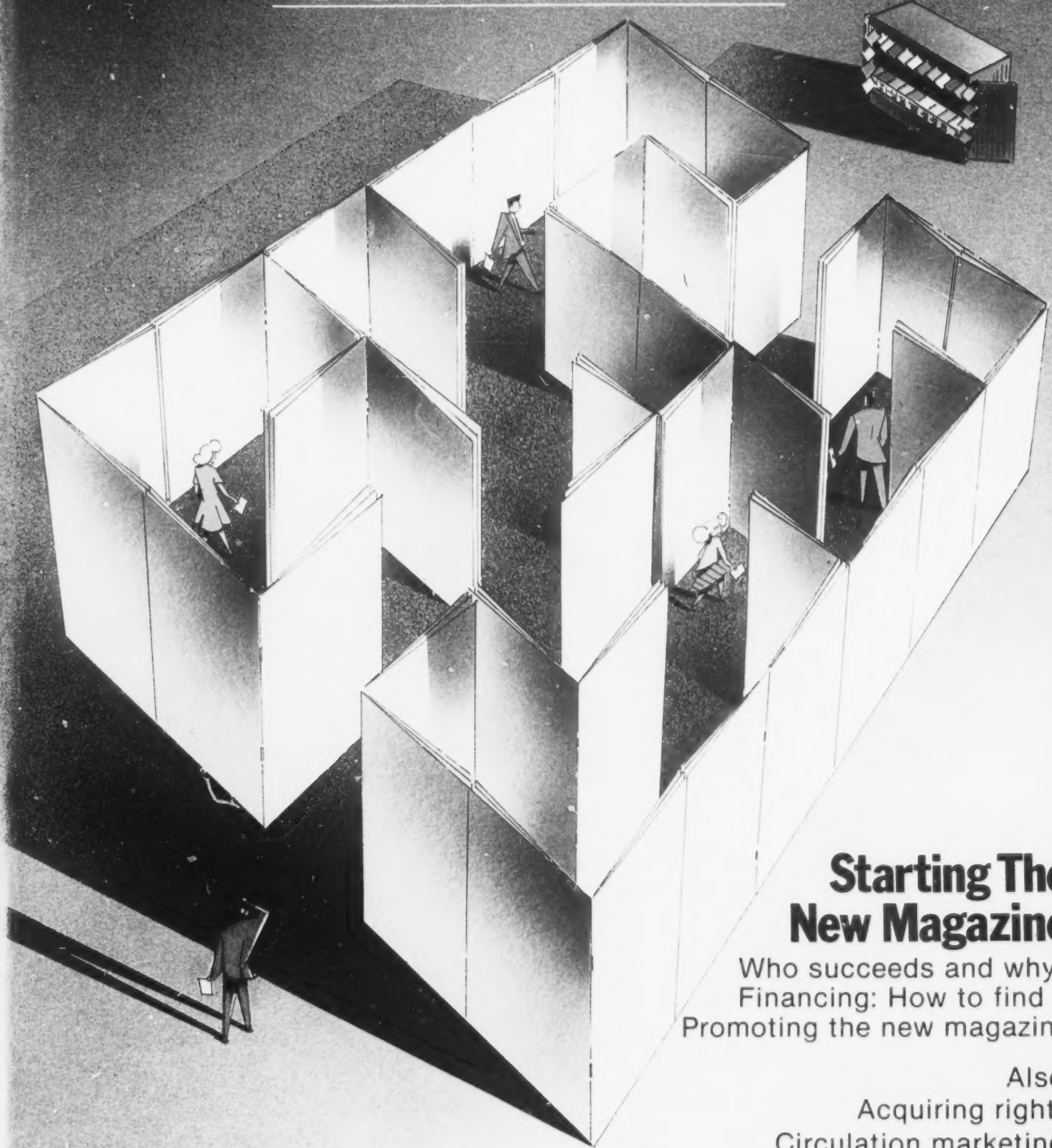
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Promoting the new magazine

Also:
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Tuning in to TV

PART ONE OF TWO PARTS

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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Circulation/Subscription

USPS decision to route 2nd class mail together sparks confusion, praise

Washington, D.C.—The U.S. Postal Service' somewhat surprise decision March 1 to route ordinary second class publications along with time-valued "newspaper treatment" periodicals in the surface preferential mail network has elicited confusion, praise and some consternation among publishers and printers.

In general, the less-frequent-than-weekly publications (monthlies, biweeklies and others) are pleased with the change because it will result in timelier delivery for them—in some cases by up to a week, according to some publishers. Faster delivery may enable publishers to extend advertising and editorial deadlines.

However, the weekly and daily publications, which up to now have been alone among second class mail in receiving the faster newspaper treatment, are worried that their service will deteriorate.

The USPS has assured mailers that its intent, with this change, is to improve delivery, and that the time-valued publications will not experience slower delivery as a result. And postal regulations, as cited in the March 1 Postal Bulletin, do state that in the hierarchy of the mail system, newspaper treatment second class mail is still above all other second class mail for mail processing and delivery priorities.

In addition, the newspaper treatment publications will still be singled out from other second class mail by two special designations: a pink label marked NEWS, and brown sacks. Other second class mail will carry the designation 2C (also on a pink label) and will be carried in white canvas sacks.

According to the Postal Service, the newspaper treatment periodicals will get priority handling in "exceptional circumstances": times of heavy postal volume or bad weather.

According to one distribution manager, the special designations for newspaper treatment periodicals will

mean that the easily recognizable brown bags will get priority handling in cases where a choice for loading or delivery has to be made.

However, overall, the newspaper treatment periodical publishers are worried that their publications will have slower delivery times from being classed with ordinary second class publications, which until now have been slower-routed.

"If you figure there's roughly a four- to five-day delivery nationally now for dailies and weeklies," comments Bishop Nowotnik, distribution manager for Fairchild Publications, "and a 14- to 25-day delivery for monthlies, then the amalgamation of our delivery times will end up with everyone getting eight days. That's a

(Continued on page 25)

67% of consumer magazines gain circ in 2nd half of 1983

Schaumburg, Ill.—Two thirds (67 percent) of consumer magazines offering figures for comparison gained circulation in the second half of 1983 compared with the second half of 1982, according to a FOLIO analysis of an Audit Bureau of Circulations Fas-Fax report. Of the 444 U.S., Canadian and other foreign magazines that reported figures for the two halves, 298 reported circulation increases for the six months ending December 31, 144 reported de-

creases and two reported no change.

The 298 reporting increases represent 67.5 percent of the total 444. By comparison, 58 percent of reporting magazines showed increases during the second half of 1982 over the same period in 1981.

Consumer magazines and video magazines had some of the biggest circulation increases, just as in 1982's second half.

Compute! had a circulation gain of 247.1 percent, to total paid circulation of 289,048, up from 83,280. *Personal Computing* jumped 106 percent in the last six months of 1983, from 234,820 to 483,690, while *Popular Computing* registered a 67.4 percent total circulation gain, from 170,289 to 285,125. *InfoWorld* had a 56.2 percent total paid circulation increase, going from 58,913 to 92,045. *Nibble* had another outstanding gain, of 52.6 percent, from 43,481 to total paid circulation of 66,364. Other gains in this area came with *Computers & Electronics*, registering a 29.8 percent circulation growth, and *80 Micro*, which grew by 20.6 percent in the second half of 1983 compared with 1982's second half.

In the video magazine sector, *Video* posted a 61.5 percent circulation gain, rising from 160,069 to 258,456. *Video Review* had a 55.1 percent increase, going from 172,783 to 267,931 in total paid circulation.

The biggest drop in circulation was turned in by *House & Garden*, which had a decline of 41.5 percent, to

Top 10 magazines by circulation

Per-issue averages for the six months ending December 31

Publication	Second half 1982	Second half 1983	Percent change
<i>Reader's Digest</i>	17,937,045	17,900,290	0.2%
<i>TV Guide</i>	17,066,126	17,003,698	0.4
<i>National Geographic</i>	10,626,224	10,613,599	0.1
<i>Modern Maturity</i>	9,296,187	8,328,199	11.6
<i>Better Homes & Gardens</i>	8,041,951	8,088,226	-0.6
<i>Family Circle</i>	7,193,079	7,400,984	-2.8
<i>Woman's Day</i>	7,025,290	6,932,355	1.3
<i>McCall's</i>	6,358,293	6,267,469	1.4
<i>Good Housekeeping</i>	5,393,087	5,489,934	-1.8
<i>Ladies' Home Journal</i>	5,252,444	5,134,649	2.3

585,251 from 1,000,518. Other publications with large circulation decreases included *Horse & Rider*, down 32.1 percent, to 66,808 from 98,325; and *Astronomy*, down 22.7 percent, to 145,581 from 188,308.

The men's entertainment magazines posted a poor half in total paid circulation, with declines from all the major publications. *Playboy* had a 6.5 percent drop in total paid circulation, to 4,209,324 from 4,501,324; *Penthouse* had a 7.3 percent decrease, to 3,500,275 from 3,775,016. *Hustler* also registered a decline, of 3.7 percent, to 1,083,744 from 1,125,306. *Playgirl*, for women, was down 4.9 percent, to 641,016 from 674,381.

Women's magazines also turned in lackluster performances in circulation, with a few exceptions. *Vogue* posted a 5.3 percent decline, to 1,142,542 from 1,206,561 total paid circulation. Other titles showing circulation decreases were *Family Circle*, with a 2.8 percent drop, to 7,193,079 from 7,400,984; *Good Housekeeping*, down 1.8 percent, to 5,393,087 from 5,489,934; and *Better Homes & Gardens*, down 0.6 percent, to 8,041,951 from 8,088,226. Other women's titles showed improvements in circulation, with *Cosmopolitan* posting a 3.8 percent gain, to 3,038,400 from 2,926,060 and *Glamour*, up 7.4 percent, to 2,275,743 from 2,119,242. The best performances in this group came from *Savvy* and *Working Mother*, each of which had 18.5 percent increases in total paid circulation, and from *Working Woman*, which posted a 12.8 percent increase.

A couple of other categories of magazines posted strong circulation gains in the second half of 1983. These include teenage magazines: *Super Teen*, up 46.9 percent in total paid circulation; *Young Miss*, up 27.9 percent; *16 Magazine*, up 29.6 percent; *Self*, up 13.6 percent; and *Seventeen*, up 10.9 percent.

Also, health magazines showed a strong second half in circulation. *Shape* had a 78.1 percent increase, while *American Health: Fitness of Body and Mind* had a 45.4 percent gain.

Among business magazines, a few titles showed particular strength. *Inc.* was up by 47.8 percent in total paid circulation. *Venture* rose by 25.5 percent while *Nation's Business* posted a 22.6 percent total paid circulation increase. *Barron's* had a 10.1 percent circulation gain. *Fortune*, however, had only a 2.6 percent increase, and *Forbes* rose by only 1.4 percent in circulation. *Business Week* had a slight decrease in total paid circulation, by 0.3 percent.

Among food magazines, *Con-*

18 magazines overstate fourth quarter circulation

Magazine	Audit period	Total paid (publisher's statements)	Total paid (audit report)	Difference	Percentage difference
United States					
<i>American Handgunner</i>	12/31/82	102,713	99,833	-2,880	-2.80%
<i>Analog Science Fiction/</i>					
<i>Science Fact</i>	12/31/82	101,260	98,692	-2,568	-2.54
<i>Beauty Digest</i>	12/31/82	130,230	121,792	-8,438	-6.48
<i>*Country Gentleman</i>	6/30/82	144,490	135,079	-9,411	-6.51
<i>Foreign Affairs</i>	12/31/82	82,817	80,808	-2,009	-2.43
<i>*Gentleman's Companion</i>	12/31/82	87,749	85,449	-2,300	-2.62
<i>Horizon</i>	12/31/82	61,157	57,822	-3,335	-5.45
<i>Inc.</i>	6/30/82	285,584	269,442	-16,142	-5.65
<i>Motocross Action Magazine</i>	12/31/82	108,984	105,824	-3,160	-2.90
<i>Oui</i>	12/31/82	507,311	480,615	-26,696	-5.26
<i>Saturday Evening Post</i>	6/30/82	641,198	583,803	-57,395	-8.95
<i>Simplicity Today</i> (incorporating <i>Simplicity Home Catalog</i>)	6/30/82	483,338	429,957	-53,381	-11.04
<i>Texas Business</i>	12/31/82	42,011	41,043	-968	-2.30
<i>True Story</i>	12/31/82	1,561,630	1,512,062	-49,568	-3.17
<i>Western Outdoors</i>	12/31/82	131,005	127,701	-3,304	-2.52
<i>Working Mother</i>	6/30/82	341,568	326,770	-14,798	-4.33
<i>Yachting</i>	12/31/82	142,609	139,755	-2,854	-2.00
Canada					
<i>National Examiner</i>	12/31/82	936,073	909,189	-26,884	-2.87%
United States					
<i>Women in Business</i>	6/30/83	105,859	111,158	+5,299	+5.01%

* RESIGNATION AUDIT

Eighteen magazines, including one from Canada, overestimated their circulations by 2 percent or more during the fourth quarter of 1983, according to an Audit Bureau of Circulations (ABC) report on circulation variations. The report compares ABC magazine audit reports with publishers' statements for the period covered by the audit.

Of the 17 U.S. magazines which showed a 2 percent or greater variation between the publishers' statements and the audit reports, one publication overestimated by more than 10 percent, and six overestimated by more than 5 percent. One publication, *Women in Business*, underestimated its circulation by 5 percent.

noisseur posted a whopping 59 percent gain in total paid circulation, while *Food & Wine* had a 42.5 percent gain. *Cuisine* was next, with a 5.7 percent circulation increase, followed by *Bon Appetit*, with a 2.8 percent hike and *Gourmet*, up 2.2 percent.

In the field of science magazines, *Discover* posted a 3 percent increase, while *Science Digest* and *Science 83* each had 2.4 percent circulation declines. *Geo*, however, had an 18.8 percent circulation gain.

Among the shelter magazines,

Country Living posted the biggest gain, 31.3 percent, while *Town & Country* was up by 13.3 percent and *New Shelter* was up by 4.7 percent.

The three tabloids all had circulation declines: *Globe*, down by 13.5 percent; *National Enquirer*, down by 8.1 percent; and *The Star*, down by 8 percent in total paid circulation.

Time had the best performance of the newsweeklies, with a 3.4 percent increase in total paid circulation, compared with a 0.5 percent increase for *Newsweek* and a 1.6 percent decline for

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U.S. News & World Report in the last half of 1983.

Isolated titles with strong circulation performance include *American Handgunner*, with a 41.7 percent total paid circulation increase; *Pro Bass*, with a 116.8 percent increase; and *Country*, with a 55.2 percent gain.

In total paid circulation, the ranking of the top 10 consumer magazines remained the same as in 1982's second half. *Reader's Digest* is first, with 17,937,045, followed by *TV Guide* (17,066,126), *National Geographic* (10,626,224), *Modern Maturity* (9,296,187), *Better Homes & Gardens* (8,041,951), *Family Circle* (7,193,079), *Woman's Day* (7,025,290), *McCall's* (6,358,293), *Good Housekeeping* (5,393,087) and *Ladies' Home Journal* (5,252,444).

Canadian government to stop mail subsidies for foreign publications

Ottawa—The Canadian government has decided to end its second class mail subsidies to foreign publications, thus ensuring that most U.S. periodicals mailed in Canada will have to pay higher postal rates, according to a representative from Canada Post Corporation (CPC).

"The government made a policy decision that it would cease to subsidize mailings of U.S. publications in Canada," explains Grant Carter, senior product manager, publications mail, for CPC.

The ending of the subsidy to foreign publications, which is part of the larger, Canadian second class mail category subsidy, is tied to the ending of the government's "fiscal restraint policy," similar to U.S. wage and price controls. When that policy expires, as it is now scheduled to do in July 1985, the subsidy to foreign publications will also end, Carter said. The ending of the subsidy applies to mail that is printed and mailed in Canada, as well as to that which is printed in the United States and trucked into Canada for mailing to Canadian subscribers.

Currently, under the subsidized rates, a U.S. publication mailed in Canada, weighing 180 grams, costs 29 cents to mail. A U.S. magazine printed and mailed in Canada, weighing the same amount, is charged 5.3 cents. Canadian magazines are charged even less.

When the subsidy ends, mailers will have to pay "commercially acceptable rates," Carter says. Originally, the foreign mail was going to be charged third class rates, which are higher than the subsidized second class rates, but some other commercial rate schedule for foreign mail may be designed, ac-

cording to the CPC representative.

The first step in enacting this Canadian government policy, Carter said, was to close Rate Codes Five and Six to any new applicants. Rate Code Five applies to publishers printing in the United States and trucking magazines across the border for mail in Canada; Rate Code Six is for U.S. publishers printing and mailing in Canada. Until now, Rate Code Six publishers, such as Time Inc., have enjoyed a more highly subsidized rate than publishers who truck their magazines into the country for mailing. There are currently 360 magazines in Rate Code Five and 34 in Rate Code Six, Carter said.

"The decision to phase in commercial postal rates is an appropriate budgetary measure in this period of restraint," says Francis Fox, minister of the Department of Communications in Canada's national government. "It will also make Canada's policy consistent with those of most other countries, whose governments subsidize only the distribution of domestic publications."

The ruling won't have a big impact on most U.S. publishers, agreed several sources, including Carter. "There are relatively few publications that mail directly in Canada," says Bishop Nowotnik, distribution manager for Fairchild Publications. "It has no impact on publishers who mail to Canada from within the United States."

Circulation managers should have final word on database systems

New York City—Circulation managers can avoid problems and save money by insisting that they make the final decision on which database system to buy, says Michael Blake, general manager for circulation services at PennWell Publishing Company.

"Management may want to make a decision that is this important," Blake said at an American Business Press seminar. "But publishers, database people and financial people aren't aware of what's involved with circulation auditing and clerical procedures."

"You can't rely on the recommendations of someone who doesn't have to work with the database system and whose livelihood doesn't depend on it," he said in an interview. "Circulation is a strange business. There are so many things that the audit bureaus and Postal Service throw at you. Only someone who has been involved for a long time will make the correct decisions."

Blake told seminar attendees that they can save money by purchas-

ing an existing database system, rather than designing one themselves. A typical existing system costs between \$30,000 and \$50,000, while a self-designed system may cost up to \$150,000, he said.

"You've got to work around your prejudices," Blake said. "No system will give you everything you want. If you can find a system that has already been written and that will meet three quarters of your needs, then it makes sense to buy it."

"Most magazines don't have people with sufficient experience on staff to design a database system," he said. "They spend a lot of time and money on consultants before they really get on with any work."

Blake said PennWell designed its own system, and that it took nine months to complete the design and four years before the system was totally operational.

Postal rate changes may diminish use of additional entries

New York City—If the new rate proposal now being considered by the Postal Rate Commission goes into effect as currently proposed, magazine publishers may no longer find it to their advantage to use additional entry points to mail their magazines, says William Allen, director of traffic at Hearst Magazines and chairman of the Magazine Publishers Association (MPA) transportation committee.

Under the proposed restructuring of second class rates, the lower-cost appeal of mailing from additional entries will diminish. "I question whether you will want to have additional entries, because you will no longer have the savings that are available now," Allen told circulation managers at an MPA luncheon recently.

Under the current rate system, the further the distance that a magazine must travel, the greater the savings in cost for a publisher to truck the magazine to an additional entry point closer to the point of delivery, rather than to mail from the printing plant's location. Under the new rate structure, the difference in cost between zones is less. "Under the current rate, there is a 16.3-cent savings between Zone 1 and Zone 7. Under the new rate, the savings will drop to 9 cents between these two zones. You'll be better off going to the post office near your plant," Allen explained.

While the non-advertising and advertising charges per pound will be reduced under the new system, the per-piece charge will be increased dramatically. "The per-piece charge is where

you're going to get hit. This charge is going up over 50 percent. You're going to pay that charge regardless of whether you mail at the printing plant or near the point of delivery. That charge is not going to change. If you've got a heavy magazine, it won't save you as much to mail from additional entries. You'll give the publication to the post office near the plant where you print it because it's going to be cheaper," Allen reiterated.

Unified database saves circulation department \$460,000 in 1983

New York City—Switching the circulation departments of the 11 Chilton industrial magazines to a unified database has done more than make the departments more efficient. It has saved money, too.

Hillel Felder, database manager at the company and circulation manager for a number of its magazines, said the company realized net savings of about \$460,000 in 1983 after the 11 magazines went on line early in the year. Previously, the magazines had maintained their own databases, he said.

Felder said that he and other Chilton personnel developed the concept and software for the database and then turned both over to a service bureau to administer. The service bureau owns the system and would

(Continued on page 76)

Presort User's Guide is published

Presort User's Guide, designed to help mailers determine postage savings and qualification percentages when they presort third class mail at the carrier-route or five-digit levels, has been published by Wiland & Associates.

The guide also contains a worksheet that can help mailers compute net savings for regular third class and nonprofit third class mailings.

Presort User's Guide is available free of charge from Wiland & Associates, 1426 Pearl St., Suite 400, Boulder, Colo. 80302.

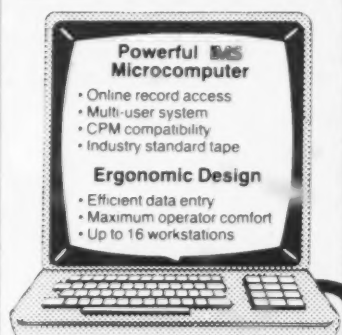
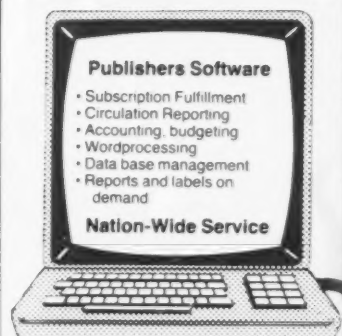
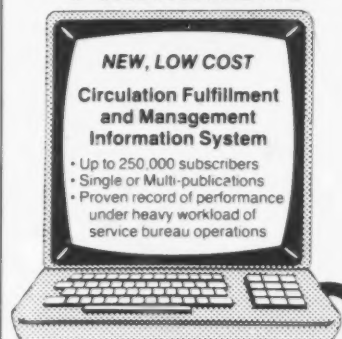
Red Tag changes

(Continued from page 20)

godsend for the monthlies, but adding three or four days more of delivery time to a daily newspaper could wipe it out."

In addition, Nowotnik said, moving ordinary second class mail into the general mail facilities (GMFs) and out of the bulk mail centers (BMCs), where they have been handled in the past,

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may put a strain on those facilities. "You figure the GMFs are now handling 5.5 billion pounds of mail, and now they'll be handling another 1.7 billion pounds—that's a 30 percent increase. These facilities are old and inadequate to handle the current volume of mail—how will they be able to handle 30 percent more pounds and trucks?"

Nowotnik has notified the publishers of monthlies at Fairchild to expect a delivery time increase of a week as a result of the changes. "But at this stage we don't see how the dailies and weeklies will benefit from this program," he adds.

On the whole, mailers are trying to be optimistic about the changes. "We're pleased for the monthlies, since service for them has been terrible," comments Bill Strong, vice president of circulation for Crain Communications, "but our joy is tempered with apprehension about what will happen to our time-valued publications."

Postmaster General William Bolger told the Mailers' Technical Advisory Committee, according to Strong, that "there won't be any negative impact from this change, and if there is, we'll do something about it." Mailers are going to be closely monitoring the effect of the change on delivery times through the monitoring service of the Red Tag News Publications Association, according to Strong. Most recent delivery reports from Red Tag showed that 49 percent of time-valued publications were not delivered on time during the last half of 1983, whereas 73 percent of ordinary second class publications were delivered late during the last quarter of 1983.

"Red Tag is hoping the program will be a success for everyone concerned," comments Frank Strupeck, general manager, "but we're apprehensive, because delivery standards aren't being met now."

The change in the USPS regulations, which is a service change and thus does not need approval of the Postal Rate Commission, is to be phased in over a nine-month period, which started March 1 and ends January 1, 1985, by which time all second class mail is to be routed through the surface preferential network, enjoyed up to now by newspaper treatment periodicals. The mail must be prepared in accordance with requirements for second class surface preferential mail and properly labeled.

One magazine, *Electronic Design*, which began routing into the surface preferential system with its April 5 issue, has already been able to extend editorial and advertising deadlines by a week as a result of the change.

Other monthly mailers are worried that eventually, because they will

49% of 'time-value' publications delivered late

Publication delivery box score:

Weekly 'time-value' publications July-December 1983

Three-digit zip	Market area monitored	On time	One day late	Later
Composite average*		51%	27%	22%
303	Atlanta	55	30	15
787	Austin	65	21	14
212	Baltimore	23	38	39
021	Boston	30	34	36
142	Buffalo	52	31	17
606	Chicago	63	28	9
452	Cincinnati	43	33	24
441	Cleveland	38	38	24
432	Columbus, Ohio	83	13	4
752	Dallas	41	42	17
802	Denver	25	33	42
482	Detroit	64	25	11
495	Grand Rapids	82	14	4
061	Hartford	58	29	13
770	Houston	31	35	34
462	Indianapolis	54	19	27
641	Kansas City, Mo.	69	23	8
900	Los Angeles	54	28	18
381	Memphis	66	21	13
331	Miami	45	34	21
532	Milwaukee	69	20	11
554	Minneapolis	66	23	11
372	Nashville	40	37	23
701	New Orleans	28	37	35
100	New York City	56	30	14
191	Philadelphia	43	31	26
850	Phoenix	61	30	9
152	Pittsburgh	44	36	20
972	Portland, Ore.	39	22	39
895	Reno	44	31	25
631	St. Louis	60	26	14
841	Salt Lake City	20	30	50
921	San Diego	74	17	9
941	San Francisco	61	20	19
981	Seattle	46	20	34
336	Tampa	21	38	41
741	Tulsa	63	24	13
200	Washington, D.C.	51	31	18
672	Wichita	85	13	2

*Including other U.S. cities and SCFs not listed.

Data based on experience of 27 weekly business and consumer publications accounting for 2,075,000 copies in the mail each week and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry.

During the last six months of 1983, 51 percent of weekly "time-value" publications were delivered on time. This is a lower percentage of on-time delivery than was recorded in the previous two six-month periods. For the first six months of 1983, 53 percent of monitored publications received on-time delivery, whereas during the last six months of 1982, 57 percent of publications had on-time delivery.

Major cities with the best percentage of on-time delivery for the last six months of the year included Wichita (85 percent), Columbus (83 percent) and Grand Rapids (82 percent). Cities with the lowest percentage of on-time delivery were Salt Lake City (20 percent), Tampa (21 percent) and Baltimore (23 percent).

A comparison of the on-time delivery record for the last six months of 1983 with that of the first six months of the year shows that 18 cities had increases in the percentage of publications with on-time delivery, 18 had decreases, and two were unchanged. The two cities with the greatest percentage increases in on-time delivery in the last six months of 1983 compared with the first six months were Indianapolis (54 percent versus 22 percent) and New Orleans (28 percent versus 7 percent). The two cities with the largest declines in percentage of on-time delivery in the last half of 1983 compared with the first half were Tampa (21 percent versus 67 percent) and Reno (44 percent versus 68 percent).

be receiving better service, they will be charged higher postal rates for second class. On the whole, however, less-frequent-than-weekly publications are viewing the change positively.

And, although not all the wrinkles have yet been ironed out by the Postal Service, the regulation change does clear up some points of contention that have been raised for some time over its treatment of second class. "It answers the challenge of second class mailers that delivery is too slow," explains Nowotnik. "It takes second class mail out of the bulk business mail definition, which was irritat-

ing publishers, plus it eliminates the argument that the time-valued publications should be levied a surcharge for their special treatment. Now all these contentions have been leveled in one fell swoop."

(For a look into some of the production difficulties caused by the new regulations, see *Production update*, page 39 this issue.)

Marketing Watch

A new edition of the second class mail regulations manual is now available

from local post offices. The free publication, number 114, is a reprint of Chapter Four of the Domestic Mail Manual. It includes, among other things, instructions for completing the statement of ownership.

A special school plan division for TV Guide has been set up by Triangle Publications Inc. The TV Guide School Plan will assist school and youth organizations in fund raising through the sale of *TV Guide* and other magazines. The plan, which will be in full operation by this fall, is projected to have a first-year sale of 550,000 copies. The division is headed by Charles P. Henson, general manager. Before this appointment, Henson spent 20 years at QSP, Inc., and before that, was field manager of the Curtis School Plan.

People

Nigel Heaton to vice president for circulation marketing and development, Petersen Publishing Co., from director of circulation and marketing development. Heaton, a former vice president of the Curtis Circulation Co., has been in the magazine circulation industry for 18 years.

Madeline Krakowsky to circulation director, *The National Law Journal*, from circulation manager, *Management Accounting*.

Lawrence Freeman to circulation director, Golf Digest/Tennis, Inc., from circulation manager; Diana O'Donnell to circulation manager, from circulation promotion manager.

Thomas P. Walsh to vice president, circulation director, Runner's World Magazine Company, Inc., from circulation director; Nancy L. Sterling to subscription manager, from subscription supervisor.

Lynn B. Sheward to circulation new business manager, *Financial World Magazine*, from renewals and billings manager, *Consumer Reports Magazine*.

Sheila B. Friend to circulation director, *Ms.*, from subscription manager, *Newsweek's* Latin American edition.

Look for special features on circulation marketing strategies in the next issue of **Folio**:

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compared with 87 percent in non-cable households. The measure was the 15-minute period immediately preceding the telephone call; for magazines, it was "yesterday" reading.

MPA will be using the new data in its beefed-up advertising campaign this year, while continuing the umbrella theme developed last year by D'Arcy MacManus & Masius: "Magazines reach people you can't get through ordinary channels."

This year's budget for the campaign is \$600,000, up from last year's "normal" spending level of \$350,000, according to Marianne Howatson, MPA's senior vice president/market development. Actual spending last year, however, was closer to one million dollars, she said, explaining that extra, voluntary money was kicked in by member publications for the launch of the new ad campaign.

Gorog said he believed that the new, aggressive campaign was having an impact, and that he was hopeful MPA members would run the new and improved ads this year on a voluntary basis.

Commenting on the significance of the new findings, Marvin M. Gropp, vice president/research, said that although the four markets used in the study could not be construed as representative of the country, "they gave us representation in four parts of the country, and some indication of what's to come, but not projectable results for the whole country."

Cost of making print ad up 12% after 2-year lull

New York City—The cost of producing a print advertisement rose 12 percent in 1983 compared with 1982, after two years of relative stability, according to the latest survey of advertisers in the New York metropolitan area by Trout & Ries Advertising.

The annual survey, which does not distinguish between magazine and newspaper ads, placed the average cost of producing a one-page black-and-

white ad at \$3,410, and of a one-page four-color ad at \$9,045. Two-page spreads cost \$5,065 for black-and-white, and \$12,310 for four-color.

In addition, the agency reports that the range of costs became more extreme, with, for example, a one-page four-color ad costing as little as \$1,700 or as much as \$35,000. And for the first time, the two-color category became too insignificant to warrant tabulation, the agency said.

The costs taken into consideration are those for layout, photography, models, locations, retouching, typesetting, photostats, mechanical assembly, separations, reproduction materials, reprints and agency commissions.

Motorcycle magazine credits ad sales rise to fast editorial close

Thousand Oaks, Calif.—Annual growth in ad pages of 52 percent and 32 percent for *Motorcycle Industry Shopper* over the last two years has been the result of commitment to news and fast closings, according to publisher Rick Campbell.

Campbell has stayed with the basic newsprint and a Norbrite ("classier newsprint") cover since the monthly magazine's inception as a "penny-saver type" to facilitate a closing date three weeks later than his competitors' six-week lead time. And he is convinced that the late closing has been the key in vaulting his four-year-old magazine into serious contention with its older rivals, *Motorcycle Dealernews* and *Motorcycle Product News*.

The numbers are certainly impressive: 223.36 ad pages in 1981, 471.70 in 1982, and 690.98 in 1983. One hundred of those pages last year were four-color on glossy stock, included in preprinted insert sections, which vary in size from as few as eight pages in July and August to 32 pages in the heavy months from February through May.

Campbell also stated that *Motorcycle Industry Shopper* was the first in



Running on newsprint helps *Motorcycle Industry Shopper* close later, attract more 4-c inserts

its field to introduce a letters to the editor column and to offer a three-time ad rate. He acknowledged that his ad rates have remained lower than those of his two chief competitors, though all three have roughly the same controlled circulation of about 13,000. Ad revenue was just under \$500,000 last year, and he is looking to more than \$600,000 in 1984.

And in addition to cutting costs by using newsprint, he saves on overhead—"It's a tight ship, with just 900 square feet, four full-time employees and a pasteup guy one week a month."

'Know your prospect, know your product,' new salespeople told

New York City—"Know your prospect, know your product" was a recurring theme of advice given to young magazine salespeople by an industry "faculty" at a two-day workshop on "Effective Selling," sponsored by the Magazine Publishers Association.

William S. Campbell, vice president, circulation director of Hearst Magazines, and magazine director of the Audit Bureau of Circulations (ABC), set the tone in the classroom-like atmosphere at the Summit Hotel, saying that there are "three keys to richness" in the profession of selling advertising space in magazines. "And one of them is a secret."

The first one, he said, is to know the advertising prospect and his or her

Print production cost survey February 1984

	1979	1980	1981	1982	1983
One-page black-and-white	\$3,195	\$2,685	\$2,830	\$3,045	\$3,410
One-page two-color	5,085	3,965	3,500	3,595	—*
One-page four-color	7,715	7,950	7,740	8,010	9,045
Two-page black-and-white spread	5,480	4,240	5,180	4,990	5,065
Two-page two-color spread	5,620	4,615	4,520	5,050	—*
Two-page four-color spread	10,175	11,125	10,950	10,635	12,310

*Insufficient number of responses.

Production

Severe paper shortage worrying publishers and driving prices up

New York City—The worst paper shortage in at least five years is making it difficult for magazine publishers and printers to get the paper they need at the price they want.

"We're having trouble getting paper," says an executive for a large magazine publisher. "I understand they're fighting at the mills over five tons of paper."

"There are some people who can't get the paper they want," adds a paper company executive. "But we couldn't take care of their needs without taking paper away from somebody else."

The shortage and the accompanying price spiral are expected to last until the economy falters or until new paper machines are constructed, sources said.

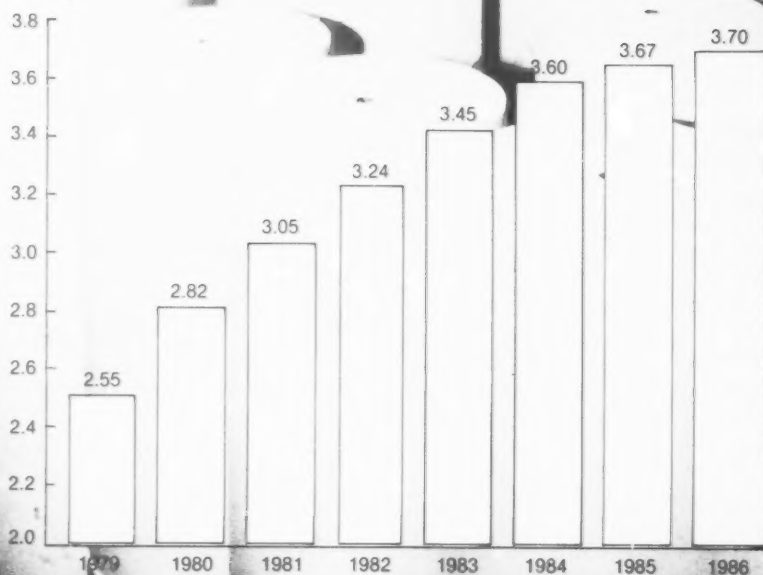
"The long-term outlook is that paper will be very hard to get unless there is a significant economic downturn," says an executive at McGraw-Hill.

No new coated groundwood machines are currently being constructed, although improvements in existing machines will boost capacity slightly. Announcements of new machines, however, should be forthcoming, according to paper company executives. "I'm fairly sure that some mills will announce new machines in six months," says Dean Hayden, district sales representative of Boise Cascade. "But it takes about three years to get a new machine. If demand holds where it is, we could be looking at a tight market until then."

Many magazine and paper company executives believe that the shortage will get worse before it gets better. Productivity at the mills may decline, and demand for paper is expected to grow in the next several years, they said.

The mills are currently running at 96 percent capacity, as close to 100 percent as they usually get. But me-

Total coated groundwood capacity of U.S. manufacturers, 1979-1986 (In millions of tons)



SOURCE: AMERICAN PAPER INSTITUTE

The coated groundwood capacity of U.S. paper manufacturers increased substantially between 1979 and 1983, as many new paper machines were built.

Forecasts of slight increases in capacity between 1984 and 1986 reflect plans to make existing machines more efficient. No new machines are currently under construction, and the soonest a new machine could be operational is 1987.

chanical problems and employee strikes that may result from difficult contract negotiations at several Canadian mills could cut production this year, sources said.

In addition, they predicted that heavy catalog printing during the summer months will increase short-term demand for coated number 5 paper, and continued growth of magazine advertising pages will boost long-term demand.

Ad pages rose by 9.4 percent in 1983 and are expected to climb by about the same amount in 1984. Correspondingly, shipments of paper to magazines increased by 14.9 percent last year, and orders are expected to increase by an even greater percentage

this year, according to the American Paper Institute (API).

Paper prices, which have increased by about 12 percent to 14 percent since October, will probably go up by at least that amount in the next year, magazine and paper company executives predicted.

Most mills eliminated their discounts during the fourth quarter of 1983, raising prices on coated groundwood an average of 7 percent. Many instituted similar price hikes during the first three months of this year.

Experts contacted by FOLIO said they do not anticipate price increases during the second quarter of this year, but they said prices will start to climb during the third quarter. "Prices will

go up significantly," predicts a general manager at a large magazine publisher. "We may see increases of 12 percent to 15 percent during the next year."

Gertrud Borchardt, director of manufacturing for Times Mirror Magazines, Inc., said she expects to exceed her paper budget by at least 10 percent this year.

But it is supply, not price, that is on most people's minds these days. "It's very precarious right now," says Charles Powers, general sales manager for the Blandin Paper Company. "It's worse because most magazines don't have inventories."

"All coated paper from the top of the line to the bottom of the line is on allotment at most mills," says Edward Barral of Gould Paper, a paper merchant. "We're selling whatever we can, plus whatever we can 'steal.'"

"I understand that a lot of small magazines can't get the paper they need," says Norman Reynolds, paper buyer for Conde Nast.

Reynolds and other executives at major publishing companies said that, so far, they have been able to obtain adequate supplies. But paper deliveries frequently are late, they said. "Our deliveries are running three to four weeks behind," says Reynolds. "All mills are falling further behind."

Hayden of Boise Cascade said that, as of mid-March, his firm had not yet started filling March orders. Other companies have actually cancelled deliveries for certain months, he said, and still others have instituted across-the-board reductions in deliveries of up to 15 percent.

To make up for shortages, many magazines are buying foreign papers or using alternative paper grades, such as super calender or uncoated groundwood. "There's a lot of substitution going on," says a McGraw-Hill executive.

Borchardt of Times Mirror said her company is paying a 32 percent premium on imported paper and that she has started to use heavier domestic paper when it is available. "Thirty-two to 34 pounds is the toughest to get," she says. "We've gone to higher weights, but even that is getting tight."

The paper shortage has not caused Times Mirror to reduce the number of pages in its magazines, Borchardt said. But, she said, in "borderline cases" four-page forms will not be added to a magazine as they would be in normal times.

Experts told FOLIO that the current paper shortage is worse than ones in previous years because there are more causes for it. The economy, though, remains the chief culprit. "We've had three periods in the last 15

years when we had a sharp upturn in the economy," says James Hutchison, vice president of API. "Each time, the paper market got tight."

Hutchison said efforts by some publishers and printers to restock depleted inventories is also contributing to the shortfall. "I believe there has been some coated paper going into inventory," he says. "Publishers and printers want a proper balance."

In addition, an increasing percentage of coated paper is being used by catalog publishers and commercial printers, the API executive said. "Total usage of coated paper is not as directly linked to the magazine industry as it was 10 years ago," he says.

USPS change means palletizing is out for smaller publications

Washington, D.C.—The service change announced by the U.S. Postal Service routing all second class mail through the surface preferential network, according to all the "time-valued" treatment that weekly magazines have enjoyed in the past, means that fewer publications will be able to palletize, according to printers and mailers.

Before the change, ordinary second class publications were routed through bulk mail centers (BMCs), of which there are 21. Consequently, printers who handled several different small-size magazines could commingle different magazines on pallets going to those 21 BMCs, explained Frank Struheck, general manager of Red Tag News Publications Association.

Now those same publications must all be routed, as of January 1, 1985, through sectional center facilities (SCFs) instead. Since there are more than 500 of them, many printers cannot accommodate pallets going to all of those destinations, Struheck explained. "Only large publications will have sufficient magazines going to a single SCF to make up the required 650 pounds per pallet," he said.

"Fewer publications will be able to palletize as a result of this rule change," agreed Bishop Nowotnik, distribution manager of Fairchild Publications. "As a result, some smaller circulation publications will never be able to palletize."

"At two of six plants, we have been doing a lot of palletizing," says Milt Rusch, manager of corporate transportation services for Krueger, "but with the elimination of BMC pallets, we won't be able to palletize—we won't be able to make up the SCF

pallets.

"The palletizing system was excellent in cost and service efficiency—this is a giant step backwards," Rusch stated.

The inability to palletize will mean that publications will have to be sacked again, Rusch added. "We've told our local postal service we're going to need truckloads of bags—but they're not sure they can provide them."

Indeed, said Jim Jellison, senior assistant postmaster general for operations for the USPS, palletizing to BMCs is a benefit that is lost with the new service change. However, he noted, the Postal Service is considering allowing mailers to palletize to the 57 state distribution centers (SDCs).

Some printers are trying to be more optimistic about the changes. "The Postmaster General said, 'We're going to give you better service,'" says Bill Parry, corporate traffic manager for Judd's Inc. "And we're going to work with them on this project." Parry said the elimination of BMC pallets could be a good thing. "The BMCs weren't designed to handle all those shrink-wrapped bundles, and sometimes there was actually more damage as a result of palletizing," he says.

"We're at the beginning of a learning curve here—we're going to have to go forward and get what we can out of it. We've got to give the Postal Service a chance—I think this is going to work," Parry concludes.

Book of best designs published

The 16th and 17th Publication Design Annual has been published by The Society of Publication Designers, Inc.

Presented in this 336-page book are the 701 winning designs chosen from more than 5,000 entries in The Society for Publication Designers' international competition for the years 1981 and 1982. They have received the society's Gold and Silver Awards of Excellence as well as Awards of Distinctive Merit, the highest awards for creativity in the design industry. The book is arranged according to the following categories: total unit design, overall;



Circulation/Single-copy

55% of magazines report single-copy sales declines

Schaumburg, Ill.—More than half of the U.S. consumer magazines reporting single-copy sales figures for the second half of 1983 showed declines from 1982 second half sales, according to a FOLIO analysis of an Audit Bureau of Circulations Fas-Fax report.

The same percentage of magazines, 55 percent, reported decreases in average single-copy sales between the second half of 1983 and the second half of 1982 as between the first half of 1983 and the first half of 1982.

Of the 364 U.S. consumer magazines providing figures for both second halves, 54.6 percent (199) reported single-copy declines, while 45 percent reported increases. One magazine had no change.

The men's entertainment magazines, with one exception, reported declines: *Cheri* (-12.7 percent), *Penthouse* (-6.9 percent), *Playboy* (-6.5 percent) and *Hustler* (-3.6 percent). Only *Gallery* showed a slight increase (1.3 percent). *Playgirl*, for women, had a decline of 2.8 percent.

Among the women's magazines, about equal numbers showed gains as showed losses in single-copy sales. *Ladies' Home Journal* posted the greatest increase (11 percent), followed by *Glamour* (9.2 percent), *McCall's* (3.4 percent), *Working Woman* (3.6 percent) and *Cosmopolitan* (1.7 percent). The largest decrease was turned in by *Working Mother* (-28.8 percent), followed by *Ms.* (-28.7 percent) and *Savvy* (-15 percent). Drops were also posted by *Better Homes & Gardens* (-7.1 percent), *Family Circle* (-3.9 percent) and *Redbook* (-2.4 percent).

Teenage magazines had a somewhat better showing, with *Self* up 18.1 percent, *Super Teen* up 46.9 percent and *16 Magazine* up by 30 percent. Both *Seventeen* (-10.4 percent) and *Young Miss* (-18.5 percent) had declines, however.

Among food magazines, only *Food & Wine* posted an increase (48.6 percent). *Gourmet* dropped by 14.3 percent, *Bon Appetit* was down by 11 percent and *Cuisine* by 6.4 percent. *Con-*

10 leading magazines by single-copy sales (averages for six months ending December 31, 1983)

Rank	Magazine	Single-copy sales	Single-copy sales	Percent change
		2nd half 1983	2nd half 1982	
1	<i>TV Guide</i>	8,803,080	9,078,698	-3.0%
2	<i>Family Circle</i>	7,045,962	7,334,686	-3.9
3	<i>Woman's Day</i>	6,971,073	6,882,863	1.3
4	<i>National Enquirer</i>	4,239,113	4,634,859	-8.5
5	<i>Conde Nast Package*</i>	3,940,028	4,069,207	-3.2
6	<i>The Star</i>	3,531,512	3,855,723	-8.4
7	<i>Penthouse</i>	3,308,274	3,554,676	-6.9
8	<i>Cosmopolitan</i>	2,803,578	2,757,345	1.7
9	<i>Good Housekeeping</i>	1,991,770	1,986,737	0.3
10	<i>Playboy</i>	1,895,098	2,026,541	-6.5

*Composed of *Vogue*, *House & Garden*, *Glamour*, *Mademoiselle*, *Bride's* and *Self*.

noisseur, a food and lifestyle magazine, posted an increase of 18.3 percent.

Most of the business magazines had a good half in single-copy sales, with the exception of *Business Week*. *Forbes* was up by 26.6 percent, *Barron's* by 14 percent and *Fortune* by 8.2 percent. *Business Week* had a 4.1 percent drop in single-copy sales between the last half of 1982 and the last half of 1983.

In the science magazine category, *Science Digest* posted an 11.5 percent single-copy sales drop between the two halves, *Discover* had a 7.3 percent sales decline, while *Science 83* was up slightly, by 1.3 percent.

Among the newsweeklies, both *Time* and *Newsweek* posted single-copy sales decreases, *Time* down by 8.1 percent and *Newsweek* down by 7.9 percent. *U.S. News & World Report* had a slight increase, however, of 0.6 percent.

As always these days, the computer magazines stole the show in single-copy sales increases. *Compute!* was up by 236 percent, followed by *Nibble* (81.2 percent), *Popular Computing* (79.2) and *Byte* (55.1 percent). *Microcomputing* also posted a gain (45.7 percent) as did *Personal Computing* (37 percent) and *InfoWorld* (33.1 percent).

City magazines had a mixed bag of increases and decreases. *Houston* was down by 39.8 percent, *D Magazine* was down by 5.8 percent and *Boston* dropped by 4.7 percent. However,

Phoenix had a 127 percent gain and *San Francisco* posted a 54.5 percent single-copy sales increase. *Chicago* also had a gain of 14.7 percent, and *St. Louis* was up slightly, by 4.2 percent, as was *San Diego*, by 1.1 percent.

All three tabloids posted circulation declines: *National Enquirer* (-8.5 percent), *Globe* (-14 percent) and *The Star* (-8.4 percent).

The top 10 magazines in total single-copy sales were roughly the same as in previous halves. *TV Guide* came in first, with 8,803,080, followed by *Family Circle* (7,045,962), *Woman's Day* (6,971,073), *National Enquirer* (4,239,113), *Conde Nast Package* (3,940,028), *The Star* (3,531,512), *Penthouse* (3,308,274), *Cosmopolitan* (2,803,578), *Good Housekeeping* (1,991,770) and *Playboy* (1,895,098).

Two distributors expanding direct specialty sales efforts

Philadelphia—The Curtis Circulation Company and Warner Publisher Services are quickly expanding into what has been unfamiliar territory for independent distributors: direct distribution of magazines to specialty stores.

Curtis has had a small specialty sales division for more than five years, but has begun to expand it in recent months, and Warner has just started to service specialty accounts. Curtis distributes magazines directly to more

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About the Seminar Leaders:

Ronald T. Scott is an independent single-copy sales consultant and Robert A. Maas is president of AstroMedia Corporation and publisher of *Astronomy*.

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than 10,000 retail stores (and through independent jobbers to thousands of other stores). Warner directly services a few hundred retailers.

Dale Strzeleck, director of specialty sales research for Curtis, and Henry Kazer, director of retail sales for Warner, said that distributors, unlike wholesalers, are well-suited to handle specialty sales. Economies of scale, resulting from servicing a large number of accounts nationwide, will make it possible for the distributors to make a profit eventually on specialty sales, they said.

Most wholesalers have shied away from handling specialty accounts, claiming that they cannot make money delivering a few magazines to many stores.

Warner's Kazer explains: "It just makes more sense to do it this way. It's a much more efficient distribution method. One of wholesalers' limits is that most of them have unions and high delivery costs. Our deliveries are handled directly by United Parcel Service (UPS). We don't have to get involved with the union problem."

Under the Curtis and Warner programs, the percentage of a magazine's sale price received by retailers and publishers is about the same as it is under conventional distribution methods. Retailers receive no RDA from Curtis and Warner, but get a 30 percent margin, which is 10 percentage points higher than the amount that magazine retailers normally receive.

Both distributors take a larger percentage of the sale price of the magazines they distribute directly because "the costs are different and higher," says Kazer.

Kazer and Strzeleck said they are aggressively marketing their direct distribution services to retail stores. Both said their primary targets are large chains. "Ideally, we want to take on a chain of, let's say, 40 stores," Strzeleck says. "Then we will have a large volume, will send just one bill to the chain's headquarters, and will ship the magazines to its warehouse; the chain will then distribute the magazines to the stores."

Strzeleck said Curtis' marketing effort is directed at a different category of retail stores during each quarter of the year. During the first quarter of 1984, for instance, the emphasis was on computer stores; during the second quarter it is on sporting goods, toy and hobby stores, he said.

The stores are contacted by direct mail or telemarketing. Strzeleck explained. Nine marketing representatives work part-time to identify prospective participants and solicit the stores, he said.

Warner's marketing effort "is

still in the early stages of development," Kazer says. A sales staff will eventually be hired, he added.

Both executives said they are aware that their specialty sales efforts may alienate wholesalers. "If a wholesaler were to call me up and say, 'We would like to service one of the accounts you're servicing,' I would turn the account over to him," Strzeleck says. "The accounts that they can't reach are the ones we're looking for."

Kazer said he's "not out to step on any wholesalers' toes." But, he said, he would not relinquish an account to a wholesaler. "If we're already servicing an account, I don't see any reason why we would give it up to them."

38% of supermarkets plan increases in space for magazines

New York City—More than 38 percent of the traditional supermarkets in the United States plan to increase space for magazine displays in the future, according to a survey sponsored by the Food Marketing Institute and International Circulation Distributors (ICD), a division of the Hearst Corporation.

The survey of 60 companies, which operate 8,230 food stores, also found that 20 percent of the combination stores (supermarkets and pharmacies), 17 percent of the warehouse stores and 11 percent of the superstores plan to give more space to magazines.

Willard Bishop, a supermarket consultant who conducted the survey, said less magazine expansion will take place in those stores because they have already committed substantial display space to magazines.

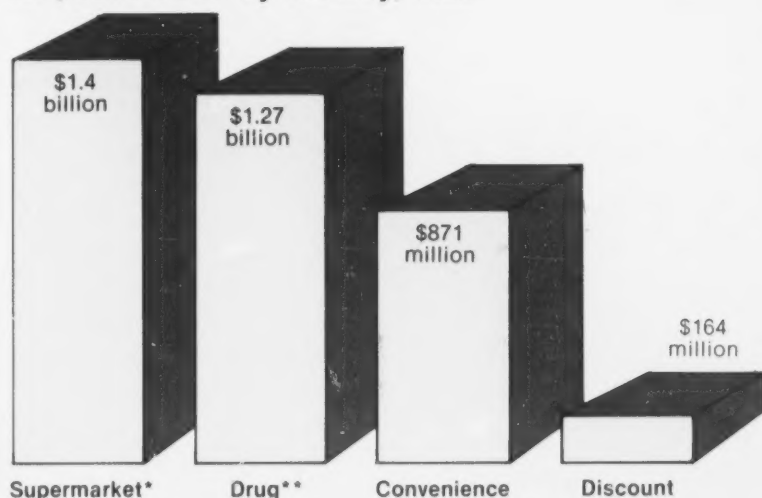
But growth in traditional supermarkets is most important to magazine publishers, he said, because the 4,000 conventional stores in the United States represent 75 percent of all the supermarkets, and they traditionally have been reluctant to expand magazine displays.

"Traditional supermarkets have historically sold most of their magazines off check-out displays," Bishop says. "Now they're seeing the potential for reading centers. Magazines are a higher priority than they were several years ago."

The survey also found that more stores in all categories plan to increase display space for books than plan to increase space for magazines. All store categories, except traditional supermarkets, plan large increases in space for videotapes and movies, according to the survey.

Mitchell Halka, vice president/director of trade relations for

Estimated total sales volume for publications¹ by industry, 1982



¹Includes magazines and books.

*Source: *Chain Store Age*, July 1983.

**Source: *Publisher's Weekly* and Periodicals Institute, combined estimates for sales of paperback books and magazines.

REPRINTED FROM *MARKETING DIMENSIONS*, AN ICD/HEARST PUBLICATION

and 54 years old and more than 50 percent earn more than \$20,000 a year.

Despite the fact, shown by these statistics, that discount shoppers may be prime buyers of magazines, magazines are not being sold in most discount stores.

Of the \$619 that the average household spends each year for general merchandise in discount stores, only 93 cents goes toward the purchase of magazines. And magazines represent only 0.46 percent of the total dollar volume of the 8,690 discount stores nationwide, which do \$56.6 billion in annual sales.

According to a survey conducted by *The Discount Merchandiser*, less than 20 percent of discount stores merchandise publications (magazines and paperback books) via Family Reading Centers.

Lack of communication and cooperation on the part of wholesalers and discounters is a main reason for lagging magazine sales in discount stores. *The Discount Merchandiser* survey indicated that wholesalers and discounters blame each other for low publication sales, with discounters claiming that wholesalers should service racks and wholesalers wanting discounters to take responsibility for servicing magazine racks.

Other reasons for the low sales

ICD, said ICD helped fund the survey because it is important for magazine publishers and distributors to know how magazines fit into the plans of supermarket executives.

"It is very important for us to know where the supermarket industry is going with regard to all general merchandise products," he says. "How we stack up to greeting cards or glassware in terms of profit is very important to the amount of space magazines get."

Magazines were mentioned infrequently in the survey when respondents were asked to name the most profitable general merchandise items and those that are the easiest and the hardest to manage.

But, overall, the survey contained good news for magazines. Halka said, "Non-food products are becoming more of a factor in producing profits for supermarkets," he says. "Magazines are a part of that. The mark-up on a can of peas is much lower than on a magazine."

Discount stores: An untapped market for magazine sales

New Canaan, Conn.—An opportunity for increased sales—discount stores—is being overlooked by retailers, wholesalers and publishers.

The typical magazine reader is a 37-year-old married homeowner with a high school diploma and a household income 15 percent above the national average of \$20,000 a year, according to demographic research compiled by the

Magazine Publishers Association (MPA).

Demographic studies also reveal that 61 percent of discount shoppers are married, 93 percent are high school graduates, 29 percent are between 35

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rates of magazines in discount stores concern marketing and placement problems. According to International Circulation Distributors' (ICD) *Marketing Dimensions* (a consumer marketing newsletter published by ICD/The Hearst Corporation for publishers, wholesalers and retailers), discount stores that do stock magazines offer little variety. Furthermore, these stores merchandise them near the front end of the store as often as on mainline racks. Supermarkets and drug stores are more likely to display magazines both at check-out points and on mainline racks. Supermarkets and drug stores account for 35 and 31 percent respectively of total periodical sales, whereas discounters account for less than 7 percent of total periodical sales, the newsletter added.

Despite these problems, the untapped potential of discount stores as a market for magazine sales is immense. "Publishers and wholesalers have overlooked one of the major retailing forces in the general merchandise industry—the discounters," the newsletter asserts. "These large retail outlets have solid potential for the publications business, provided that wholesalers, publishers and national distributors understand discounter dynamics and, in turn, discounters realize how much magazines and books can contribute to total store profitability."

As evidence of the potential of discount stores for increasing magazine and book sales, *Marketing Dimensions* discussed the performance of one 30-unit discount chain, which offers shoppers 150 magazine titles in 16 linear feet and 896 paperback pockets in 51 feet. This chain had annual publication sales of \$337,428 per store, "about ten times the volume of the publications department for the typical discount store," according to the newsletter.

"Compare this figure with annual per-store sales of \$383,000 for photo/camera, \$210,000 for paint, \$198,000 for electric housewares and \$334,000 for personal care appliances," the newsletter continues, "and it becomes clear that given the proper conditions, publications can meet and even surpass some traditional discounter departments at their own retailing game."

As ways to improve the marketing of magazines in discount stores in the future, the newsletter suggested that one staff member in each discount store be charged with the responsibility for the publications department; that more space and better locations, both at check-outs and on mainline racks, be given to magazines; that wholesalers pay more attention to in-store merchandising, including cross-

Top 10 bestsellers in college stores

- 1 *Cosmopolitan*
- 2 *Playboy*
- 3 *People*
- 4 *Penthouse*
- 5 *Time*
- 6 *Glamour*
- 7 *Newsweek*
- 8 *TV Guide*
- 9 *Vogue*
- 10 *Mademoiselle*

SOURCE: COLLEGE STORE EXECUTIVE

merchandising between categories of magazines and store departments (for example, selling electronics magazines in consumer electronics departments); and finally, that wholesalers and discounters communicate better and cooperate more closely in the handling of magazines.

College store market for magazines growing, survey indicates

Westbury, N.Y.—With more college bookstores stocking magazines this year than last year, the market for magazines on college campuses appears to be expanding, according to *College Store Executive's* 1984 survey of college store managers. The annual survey also indicated that women's and computer magazines are increasing in popularity.

"Although it would be futile to try to determine the typical college magazine reader, one thing is for certain," declares Stephanie Wood, managing editor of *College Store Executive*. "The market for magazines in the college store is on the rise. Our sixth annual survey proved this beyond a shadow of a doubt." In this year's survey, a total of 980 questionnaires were randomly mailed to college stores throughout the United States and Canada. Results were determined from a 14 percent response.

The survey revealed that the following magazines are, in order, the 10 bestselling magazines in the college bookstore market: *Cosmopolitan*, *Playboy*, *People*, *Penthouse*, *Time*, *Glamour*, *Newsweek*, *TV Guide*, *Vogue* and *Mademoiselle*. "This is basically the same top 10 list as last year, with the exception of a few titles that have switched places," Wood observes.

This year, *Cosmopolitan* edged out *Playboy* for the number one spot, and, in general, women's magazines

are increasing in readership on campus, according to the survey. More college store managers are offering women's lifestyle publications for sale—of the 14 women's magazines in the survey, 10 showed sales increases.

The increased purchase of computer magazines by college students is another new trend on campus. Twelve of the 19 computer titles listed in the 1984 survey were not on last year's lists. College bookstore managers report they are receiving requests for computer titles they don't even carry, and the computer publications they do stock sell out "as soon as they hit the racks."

Personal Computing and *Popular Computing* are the two computer magazines most often carried by college stores, the survey disclosed. "The computer is being widely used in colleges. It's part of college life. Students and faculty are discovering that current periodicals are the most reliable sources for up-to-date information in the computer field. So, sales of computer magazines were bound to rise," Wood explains.

According to the survey, the magazines carried this year by the greatest percentage of college bookstores are, in order: *Cosmopolitan* and *Time* (90 percent), *Glamour* (89 percent), *People* (85 percent), *Omni* (84 percent), *Newsweek* (82 percent), *Sports Illustrated* and *Vogue* (81 percent), *Psychology Today* and *U.S. News and World Report* (76 percent), *Rolling Stone* (74 percent), *Life* (72 percent) and *Gentlemen's Quarterly* (71 percent).

Finally, the survey found that 93 percent of all the stores surveyed offer discount magazine subscription promotion cards to students.

People

Marcia Orovitz to director, newsstand circulation, *Penthouse International, Ltd.*, from director of circulation promotion and planning.

John Grey to single-copy sales manager, *Peterson Publishing*.

Chris Little to senior vice president/director of administration, *Newsweek*.

Susan L. Buckley to director of personnel, *Chilton Company*, from manager, *Fair Employment Practices, ABC, Inc.*

Dean J. Kilpatrick to executive vice president and chief operating officer, *Titsch Communications*. **Michael McCready** to publisher, vice president.

Folio:

\$5.00

JUNE 1984

THE MAGAZINE FOR MAGAZINE MANAGEMENT

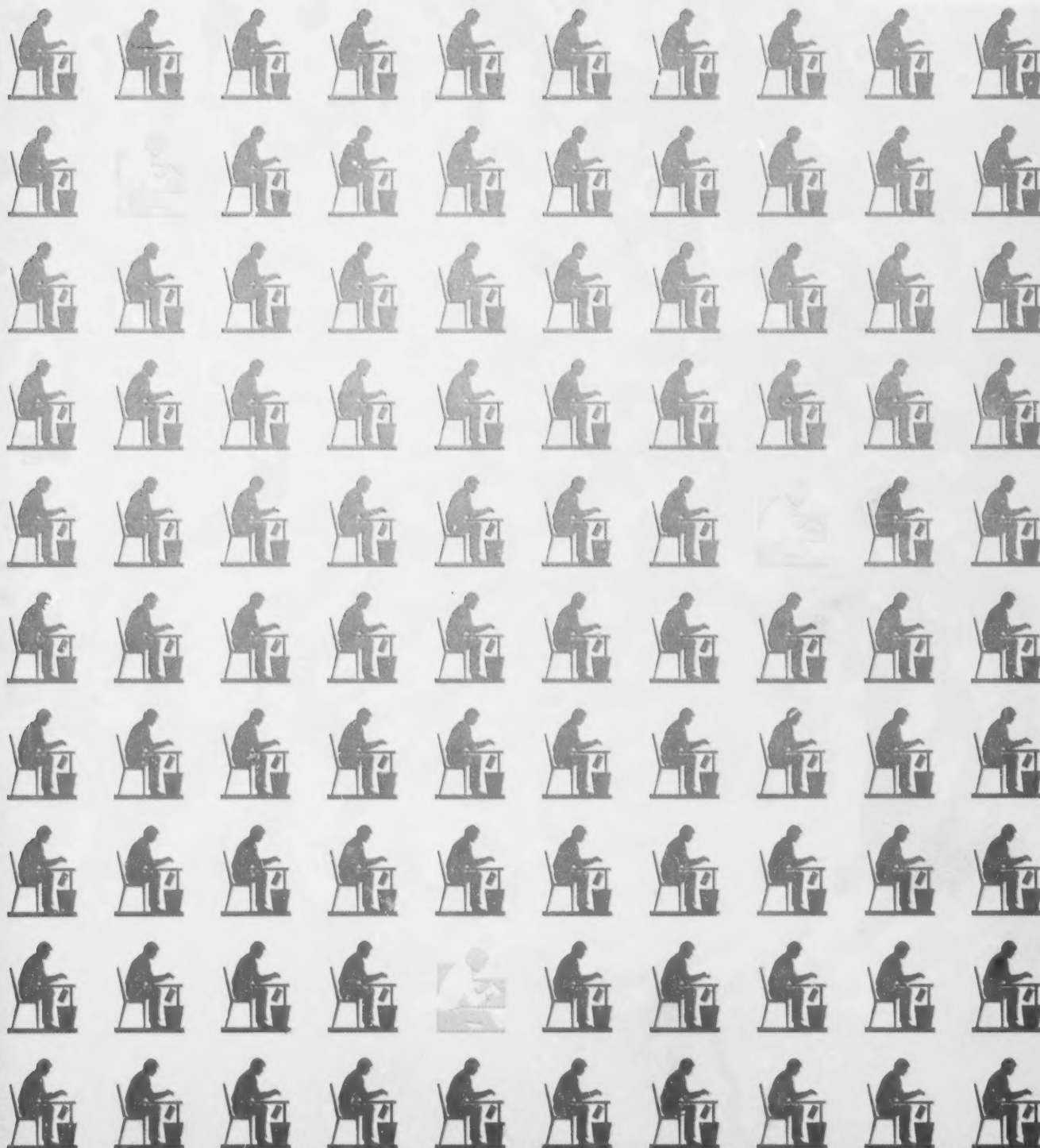
Circulation marketing

- Analyzing your early response
- Circulation battle plans
- Creative marketing isn't that tough

Impact of new postal distribution

The editor as architect

- 03955-1



Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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Creative marketing isn't that tough

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Advertising sales

Publishers' reps decry a lack of information on magazines for sales

New York City—A frequent complaint from publishers' representatives is that they don't receive sufficient information from publishers to sell their magazines effectively. Sometimes they don't even receive enough copies of the magazines, they say.

A lack of meaningful communication was cited as a problem by reps attending a recent City & Regional Magazine Association conference. Some reps suggested that, while publishers and sales executives are visiting the "territory," they should go along on sales calls or host lunches.

On the publishing side, Roger Tremblay, advertising director of *Texas Monthly* and a workshop leader, said his publication actually paid for his reps to attend regular sales meetings. Most of the reps expressed wonder. They said they certainly would go to such meetings, but that they were usually not invited.

In questioning other reps away from the conference site, FOLIO found similar complaints about a lack of information, but also found cases in which reps received an abundance of both general and specific data. These cases, however, appeared to be linked to the size and the wherewithal of the publishing company involved.

Tremblay turns out not to be alone in hosting sales meetings. Hank Shaw, president of Sage/Shaw & Company of Santa Monica, California, says that his publishers also pay for reps to attend these meetings. Shaw is one of the reps contacted who said he was occasionally overwhelmed with information and overloaded with paper from publishers.

However, Shaw did complain that some publishers do not treat their reps as part of the staff, or even as a member of the team. He is considered a "general contractor," he says.

Molly Lockwood of Catalyst Communications in New York City said she felt this non-staff consideration to be probably the number-one problem in the rep/publisher relationship. She said reps often don't know what's going on, and could even be selling the wrong ad rates.

Lockwood cited audits, and trying to get publishers to do them, as a problem for reps. She was seconded in this by Camille Harris of National Business Network, also of New York City. Harris said that an audit was a requirement for her to rep a publication, and that a client without one is put on probation until application for one is made.

Both Lockwood and Harris said they have had to prod publishers—especially smaller ones—to give them promotional materials sufficiently in advance to produce results. Time is needed for mailings, sales calls and follow-up, they pointed out.

A lack of timely audits and promotions also was cited by Edward McAvoy of McAvoy Publications International, Tappan, New York. Because of paper costs in Europe, he says, he has had some problems in getting enough copies

(Continued on page 168)

Individual magazines rated for first time by MRI 'page exposure'

New York City—Mediamark Research, Inc. (MRI) released its new "Page Exposure" data for all the magazines it surveys, reporting for the first time title-by-title estimates of the total number of different days that the average page in the average issue of the magazine is opened by different readers.

Leading all others in total page exposures per average issue was *Reader's Digest*, with 131 million, which means, according to MRI chairman Timothy Joyce, that the average page was opened on a total of 131 million different days.

MRI reported an average of 1.8 page exposures per reader for all 180 magazines in its survey, which is based on 20,000 annual personal interviews. Leading in this measurement was *Modern Bride* with 3.07. The "average" page in the study includes both advertising and editorial pages, without distinguishing between them.

Release of the new MRI data marks the first time that reports on individual magazine titles have been available since the 1966 Politz Advertising Page Exposures (APX) study, which also found an average of 1.8 page expo-

MRI Spring 1984:

Total page exposures (000)

Top 15 magazines

<i>Reader's Digest</i>	130,835
<i>TV Guide</i>	121,951
<i>National Geographic</i>	65,378
<i>Better Homes and Gardens</i>	58,448
<i>Family Circle</i>	55,481
<i>Good Housekeeping</i>	51,700
<i>Woman's Day</i>	51,276
<i>McCall's</i>	37,628
<i>Ladies' Home Journal</i>	34,669
<i>People</i>	33,487
<i>Playboy</i>	33,213
<i>Time</i>	29,882
<i>Field & Stream</i>	27,580
<i>National Enquirer</i>	25,816
<i>Newsweek</i>	24,924

Average page exposures

Top 15 magazines

<i>Modern Bride</i>	3.07
<i>Decorating & Craft Ideas</i>	2.89
<i>Bride's</i>	2.83
<i>TV Guide</i>	2.68
<i>Prevention</i>	2.58
<i>Organic Gardening</i>	2.58
<i>Penthouse</i>	2.48
<i>Reader's Digest</i>	2.43
<i>Country Living</i>	2.42
<i>The Mother Earth News</i>	2.39
<i>Hunting</i>	2.33
<i>Colonial Homes</i>	2.30
<i>4 Wheel & Off-Road</i>	2.30
<i>Personal Computing</i>	2.29
<i>Motor Boating and Sailing</i>	2.27

sures per magazine reader.

Joyce explained that MRI's new methodology was essentially an adaptation of a study published by the Magazine Publishers Association two years ago. That study, Magazine Page Exposures (MPX), which found an average of 1.7 page exposures per reader, was based on 1,510 telephone interviews over a 30-day period. Because the MPA is an industry association, it could not

make public the results of the study on a title-by-title basis.

MRI's data include tables ranking the top 25 magazines by both total page exposures and by average page exposures.

In total page exposures, *Reader's Digest* (131 million) was followed by *TV Guide* (122 million) and *National Geographic* (65 million). The next six were women's service magazines.

As for average page exposures per reader, *Modern Bride* (3.07) was followed by *Decorating and Craft Ideas* (2.89), *Bride's* (2.83), *TV Guide* (2.68) and *Prevention and Organic Gardening* (2.58 each).

Joyce says the new research measurements "demonstrate the ability of the medium to provide repeat exposures without repeat payment, and that they will make it possible for advertisers to use the medium still more efficiently."

Parity with retail ads in city magazines asked by national advertisers

New York City—Publishers and sales executives of city and regional magazines will have to position national advertisers' ads more fairly in relation to retail ads if they want more of their business, says one media director.

The issue is a sticky one for these particular magazines, whose growth and strength have been so dependent on retail advertising on front-of-the-book right-hand pages, publishers acknowledged at the eighth annual conference of the City and Regional Magazine Association (CRMA).

"To some advertisers, position is critical," said Gladys Oshins, associate media director of Della Femina Travisano & Partners, during a panel discussion on advertising sales at The Halloran House. She cited Rolls-Royce Motors as an example of clients who feel they must be in about the first five pages. "We don't want to feel that we're going to get second choice. We have to have some equality with stores like Saks Fifth Avenue," she continued.

She seemed to startle a number of publishers in the room, one of whom commented, "You can't push around an 18-time retail advertiser who's been with you from the beginning and through lean times, in order to accommodate a three-time national advertiser." He pointed to "loyalties that run deeper and are also more lucrative."

Oshins startled her audience even more when she said that she would pay a premium for her clients "only for the fourth cover," explaining that because second and third covers only face other ads, she saw no increased benefit from



Interest in continuing the discussion about giving national ads parity with retail ads in city magazines spurred audience to approach panelists after formal CRMA session ended. Panelists are, at left, Christopher Edman, vice president of The Pattis Group; Frances W. Fletcher, vice president of Citibank's Visa Program; and, in rear, Gladys Oshins, associate media director of the Della Femina, Travisano & Partners ad agency.

them. She did concede that "there is more to a magazine than the first few pages," and that with vital editorial is still the best place to be.

A solution to the positioning problem, she suggested, is to work out each situation individually, ahead of time, so that there are no surprises when the magazine comes out. She said she talks to her people in advance as to what positioning they can accept, and negotiates accordingly. Publishers have to come to terms, she said, "and be willing to rotate retail ads in the front of the book with national advertisers."

Much of what Oshins said was seconded from the advertiser side by Frances W. Fletcher, vice president-member acquisition, Citibank Preferred Visa Program. She noted that "this is a selling situation, in which the rep and the agency must tell the client he should be in a certain position."

Fletcher said that positioning was very important to her; when the subject comes up during a sales call, she said, "I get a warm feeling."

Doyle Dane Bernbach wins Kelly Award for Weight Watchers

New York City—Doyle Dane Bernbach won the third annual Stephen E. Kelly Award for creative excellence in magazine advertising, for Foodways National's Weight Watchers frozen foods. The award includes a \$25,000 prize for the agency.

The award is sponsored by the Magazine Publishers Association (MPA), of which Kelly was president for nine years until his death in 1978. More than 1,000 persons, a record attendance for any MPA event, filled the Grand Ballroom and first tier of the Waldorf-

Astoria for the luncheon presentation.

Five agencies accounted for the 11 finalist campaigns, with Doyle Dane Bernbach and Chiat/Day each having four in the running. The other agencies, with one campaign apiece, were N W Ayer, Backer & Spielvogel and Lord, Geller, Federico, Einstein.

Ogilvy & Mather was the winner of both the previous awards, having won the 1981 prize for work on behalf of Par Parfums' Paco Rabanne cologne, and the 1982 award for the International Paper Company.

Doyle Dane Bernbach's other finalists for the 1983 Kelly Award were campaigns for Volkswagen of America, for O.M. Scott & Sons' Burpee garden tools and for the Polaroid Corporation. Chiat/Day's finalists were campaigns for the Disney Channel and U.C. Berkeley Foundation, and two campaigns for Apple Computer. N W Ayer's finalist was a campaign for De Beers; Backer & Spielvogel's was for the Campbell Soup Company, and Lord, Geller, Federico, Einstein's was for the IBM Corporation. There had been 26 semifinalists.

Gatefold, coated cover change feel and image of The Times Magazine

New York City—The *New York Times Magazine* wrapped itself in a new package—and a new image—in April, when it ran its first gatefold cover. It was a milestone of more than two years in the making, and of more than passing interest to the magazine business. The implications are considerable, though speculation of plans for separate newsstand or subscription sales are denied.

The April 15th advertising "package," sponsored by the province of Quebec at a cost of \$142,615, has the po-

Do you know how to use your magazine's circulation as a competitive weapon? You need leverage, flexibility and the room to make choices on this particular battleground if your magazine is to come out on top.

Circulation battle plan

By David H. Foster

In 1980, a sophisticated publishing company traded on the New York Stock Exchange began to publish a unique sports magazine whose editorial content was widely regarded as strong and attractive. Newsstand tests had shown there existed a market among consumers. Two years and \$18 million later, after a tough start in winning advertiser acceptance, that magazine was sold.

In 1981, a group of private investors put a reported \$5.8 million behind an entrepreneur less than 30 years old who wanted to publish a magazine about health—a field in which a number of titles already existed. Today, three years later, the magazine that started as a bimonthly has become a monthly and financial results are comfortably ahead of original projections.

What accounts for the different outcomes? Any magazine launch is complicated, but, fundamentally, the difference between success and failure can be traced to strategies adopted in circulation. The publication that was sold promised a lot, was widely known to have spent heavily, and delivered a lot—but not what was promised. The successful publication promised a little, exceeded what was promised, and proclaimed its "success" near and far.

A history of magazine publishing would show that *Inside Sports* and *American Health* are not the only magazines whose fates can be traced to cir-

culation marketing. This is not to say that circulation marketing is the only variable. It isn't. Most certainly, successful publishing begins with an editorial concept people are willing to buy. But given that starting point, success often depends on the circulation strategy.

Many publishing executives are now aware that the way circulation is managed can have a dramatic effect on a magazine's level of profitability. The more sophisticated are coming to see that circulation management creates the base for financial, marketing and operating leverage. As such, circulation management is the main battleground for competitive superiority. This article defines and discusses ways in which circulation can be managed as a competitive weapon.

Bigger isn't always better

The most obvious (and the most frequent) way one magazine is compared with another is by level of circulation. Far and away, the single most cogent notion of "beating the competition" refers to which publication shows the larger circulation numbers.

The "bigger is better" standard has solid roots in psychology and in daily realities. It is much easier to talk about expanding than contracting. In the popular imagination, size is often associated with success. Larger companies often appear to dominate markets by using financial and management resources to the detriment of competitors.

Despite recent recognition of and movement toward audience segmentation, prestige is still associated with big numbers among media buyers and advertisers. This mentality is fostered by television ratings fights that rely on hype, and newspaper circulation wars—all conducted to capture a media headline that will label, simplistically, "win-

ners" and "losers" on the basis of size.

In magazine publishing, there are often good reasons for increasing circulation. However, a magazine's ability to compete on this basis, and whether it should, depends on where a magazine is in its development, its competitive market position, the kind of market it is serving, its financial strength, and the potential of its market.

Circulation growth creates leverage

In a startup situation, where creating impressions of acceptance and staying power is important, circulation management can be the cornerstone of the "more is better" psychology—and it can be used to competitive advantage. Nowhere has this been more successfully carried out than at *American Health*.

Growing interest in health and fitness in the late 1970s and early eighties led to the launch of several magazines. In recognition and financial reward, *American Health* has a clear lead over others in the field. Its success is due largely to the way its circulation has been managed and promoted.

Direct mail test results had suggested that a rate base of 500,000 could be easily and rapidly attained. Nevertheless, the publication was launched with a widely publicized promised circulation of 300,000.

The discrepancy between the potential and the starting point was not due to lack of funds. The stake before the first copy appeared was, up to that time, the largest assembled by a group of private investors for the launch of a consumer magazine.

As has been evident from the first ABC Publisher's Statement, *American Health* used and promoted circulation to create marketing leverage based on image. Compared with the opening issue, Table 1 shows, subsequent issues demonstrated growth rates of 26 per-

David H. Foster is president of David H. Foster & Associates, a consulting firm, and is also publisher of a newsletter called Circulation Hotline. Prior to forming his own company, he was circulation planning director at Times Mirror Magazines, and manager of Paperback Book Clubs at Xerox Education Publications.

Table 1
Circulation growth of American Health

ISSUE	1982 JULY/ AUGUST	SEPT/ OCTOBER	NOV/ DECEMBER	1983 JAN/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE
ABC CIRCULATION	309548	389163	406039	467032	450709	477425
ISSUE AS A PERCENT OF JULY/ AUGUST, 1982	100	1.26	1.31	1.51	1.46	1.54

SOURCE: ABC Publisher's Statements

cent, 31 percent and 51 percent.

This growth pattern did not go unnoticed by the publishing community and by advertisers. A large investment was devoted to touting the magazine's circulation growth. It was the measure of success.

Whatever was sacrificed in early page rate profit by taking up the rate base in stages was more than offset by momentum. Unlike other similar publications started at about the same time, *American Health* became a hot book. Everyone wanted it. Advertisers wanted to be in it. *American Health* was the place to be seen. Circulation growth and the promotion of it gave *American Health* panache.

Mature magazines: Another challenge

Established publications in mature markets are faced with a different set of dynamics. Whether a publication should assume circulation leadership, take up the rear, or fall somewhere in between is a question for which there is no universally obvious answer. Consider, for example, the automotive market.

From the standpoint of capturing market share of advertising pages and dollars, few publications have enjoyed the success of *Road & Track*. Yet, as Table 2 reveals, the magazine has had the lowest level of circulation in its market. Without doubt, its strength depends in large part on a strong, unique editorial position. But an essential ingredient to continued strength is the circulation marketing program.

Advertiser support has been nurtured through a slow and steady increase in circulation year by year. While the magazine does not have the highest level of circulation in the field, the pattern allows advertisers to believe that the magazine enjoys broadening support—and it gives salespeople an easy sell against resistance to ad rate increases.

While their strategy has been successful so far, trends suggest the future may present some challenges. Recent circulation increases by *Car & Driver* indicate that there may be a point when *Road & Track* will touch off a race for

Table 2
Growth in average issue circulation for automotive magazines

MAGAZINE	1980	1981	1982	1983
Car & Driver	672	672	685	707
Motor Trend	725	725	736	725
Road & Track	531	547	581	614
TOTAL	1928	1944	2002	2046

Source: MRI

Table 3
Average issue circulation growth compared with total audience growth for the automotive market

	1980	1981	1982	1983
TOTAL AUDIENCE				
CD	1.00	0.92	0.79	0.79
MT	1.00	0.95	0.78	0.78
RT	1.00	0.91	0.89	0.89
TOTAL	1.00	0.93	0.82	0.82
AVE. ISSUE CIRC.				
CD	1.00	1.00	1.02	1.05
MT	1.00	1.00	1.02	1.00
RT	1.00	1.03	1.09	1.16
TOTAL	1.00	1.01	1.04	1.06

1980 IS EQUAL TO 100 PERCENT

Source: MRI

circulation growth.

Subscriptions become costly to acquire

Having been carried out over a period of years, the circulation growth strategy has become fixed in the minds of advertisers. Rate increases have been cushioned by increased circulation. But when *Road & Track* crosses the inevitable line where the cost of acquiring the next subscription is greater than the returns in circulation and advertising dollars, one of two things will have to happen: Either margins on the magazine will deteriorate, or ad rates will be pushed up to noncompetitive levels.

One certain consequence is that as circulation growth drifts toward subscriptions more costly to obtain, profits will depend more and more on advertis-

ing. And because this source of revenue tends to swing with the fortunes of the economy and the advertising market to a greater extent than does circulation, the financial risks that the magazine takes continue to increase.

The possible cutting points in risk and profit are known only to the parent company of *Road & Track*. But the fact that measured audience for publications in the market has not grown along with the circulation (Table 3) suggests the bridge to cross may be nearer rather than farther.

When "more" is advantageous

In many instances, it is easy to construct a plausible rationale for having the most circulation in a market. For example, consider a highly focused mar-

ket served by special interest publications where there are lots of advertisers who want to reach as many potential customers as possible, but who have few outlets to display their wares. The largest size circulation, according to conventional reasoning, becomes an advantage for the publication that offers reach to generic advertisers and to non-endemics who would consider being in the largest book that covers the market.

Whether "more" actually represents an advantage for a particular publication depends on the market and the starting points within it. More circulation may not be the most secure publishing strategy, or the most profitable. For one thing, the cost of beating a competitor with the same attitude may threaten economic survival. Certainly the level of profitability and the potential for profit growth of special interest magazines in some markets may be jeopardized by circulation wars.

Circulation wars are dangerous

In the tennis market, for example, *World Tennis* and *Tennis* magazines have fought an expensive battle for the number-one spot in circulation size. The battle was joined at a time when the market was expanding. They experienced accelerated growth during a period when tennis gained wide favor as an "in" sport to play and watch. When the market as a whole leveled off and then contracted, the circulation race gained momentum, primarily as a means of taking market share of advertising pages and dollars.

The aggressive pursuit of circulation ultimately led to disqualification of a large portion of *World Tennis* figures—which cost market share in ad pages and dollars, as well as circulation position. The magazine also experienced incalculable future losses from depressed credibility in the marketplace. It will take time to rebuild.

In relatively stable markets, the strategy to adopt may depend on your starting point and your company. Consider a two-magazine market such as *Golf* and *Golf Digest*. By 1980, *Golf Digest*, by using sweeps and marginal circulation sources, had established a clear lead in circulation. The margin of supremacy over *Golf*, according to Table 4, was over 41 percent. The difference between the two circulation levels was great enough that, even if *Golf* moved up in circulation, it would not be in a po-

Table 4
Average issue circulation for the golf market
(as measured by MRI)

	1980	1981	1982	1983
GOLF	676	681	691	713
GOLF DIGEST	950	974	979	1031
% DIFFERENTIAL	0.41	0.43	0.42	0.45

SOURCE: Mediamark Research Inc.

Table 5
Ad pages and dollar share of market for the golf market

AD PAGES	GOLF MARKET			
	1980	1981	1982	1983
Golf	768.28	823.08	783.62	747.8
Golf Digest	822.16	857.88	879.26	1058.64
TOTAL	1590.44	1680.96	1662.88	1806.44
S-O-M				
Golf	0.483	0.490	0.471	0.414
Golf Digest	0.517	0.510	0.529	0.586
TOTAL	1.000	1.000	1.000	1.000

Table 6
Estimated dollars per copy needed to break even in circulation for the golf market

	GOLF DIGEST		GOLF MAGAZINE	
	1982	1983	1982	1983
AVE ISSUE CIRC (000)	979	1031	691	713
X 12 ISSUES (000)	11748	12372	8292	8556
GROSS AD REV (000)	20647	28359	13385	13372
EST NET AD REVENUE	17003	23354	11023	11012
EST NET AD REV/ CIRC UNIT	1.45	1.89	1.33	1.29
MANUFACTURING/ DELIVERY COST/COPY Based on estimated industry average	1.23	1.60	1.02	0.99
BREAKEVEN AVAILABLE CIRC PROMO DOLLARS PER CIRC UNIT	0.22	0.28	0.31	0.30

Sources: PIB MPA Price/Waterhouse Survey, 1983 MRI

sition to overtake its competitor before setting off a response that might result in a debilitating circulation battle.

Nevertheless, Table 4 demonstrates, from 1980 to 1983 *Golf Digest* elected to invest in circulation and widen the differential with *Golf*.

What did *Golf Digest* gain? By the standards of advertising share of market pages and dollars, presented in

Table 5, *Golf Digest* lengthened a lead. However, in light of the profit implications to *Golf Digest* of increasing its rate base, shown in Table 6, the move may not have been so successful.

Profitability decreases

What Table 6 says is that any circulation copy served that came from a promotion that cost more than 22 cents

in 1982, or 28 cents in 1983, decreased the profitability of the magazine. Table 6 also says that any copy served to support the average issue circulation increase of 52,000 that cost more than six cents incurred a loss.

It must be assumed that the rationale for the investment in greater circulation either rests on values or economies associated with *Tennis*, a sister publication also owned by The New York Times Company, or reflects some expectation of future profit from new advertising categories or accounts that might be attracted to larger numbers. Another possible line of reasoning is that, because advertisers and agencies see growth at *Golf Digest*, they will eventually come to believe that competitively it is stronger—and ad dollars will shift in its direction.

The competition's options

With the impetus for circulation growth in the market coming from *Golf Digest*, competitor *Golf* magazine has some choices. The most likely option management normally would consider is to move up circulation.

A quick look at the economics from the point of view of *Golf* (Table 6) shows that moving up rate base would surely cost margin. From the point of view of *Golf* management, the only plausible rationale for increasing rate base would be a calculation that, if they did not, a loss in advertising support would follow, and its dollar value would more than equal the increased costs of moving up rate base.

Contribution per ad page

In order to give dimension to the scale, it is necessary to make some assumptions about average contribution per advertising page and the cost of acquiring the added circulation. Suppose, for example, that the contribution per advertising page, which is defined as average revenue for the page less marginal expenses in producing it, were to be calculated at about \$7,000. (The actual amount would depend on production costs, which are a function of items not publicly available: production contract and process. However, \$7,000 is a reasonable average guess.)

Now suppose management decides to add 25,000 subscription circulation. And let's suppose each of those additional customers costs \$25 net to acquire. This means the incremental cir-

Table 7
Total audience CPM, golf market

	1980	1981	1982	1983
TOTAL AUDIENCE cpm				
Golf	22.94	25.50	28.15	29.47
Golf Digest	22.55	24.44	27.20	27.89

Source: MRI

Table 8
Ad pages and dollars share of market, newsweekly market

AD PAGES	1980	1981	1982	1983
Newsweek	3120.24	3129.74	2862.6	2958.18
Time	2851.09	2907.54	2641.4	2698.63
U.S. News	1932.48	1793.98	1740.76	1785.16
TOTAL	7903.81	7831.26	7244.76	7441.97
S-O-M				
Newsweek	0.395	0.400	0.395	0.397
Time	0.361	0.371	0.365	0.363
U.S. News	0.244	0.229	0.240	0.240
TOTAL	1.000	1.000	1.000	1.000
AD DOLLARS				
Newsweek	176301.4	200223.5	195358.6	218722.8
Time	223419.2	253440.8	256409.6	298611.6
U.S. News	72890.1	79585.6	83821.1	93853.6
TOTAL	472610.7	533249.9	535589.3	611188
S-O-M				
Newsweek	0.373	0.375	0.365	0.358
Time	0.473	0.475	0.479	0.489
U.S. News	0.154	0.149	0.157	0.154
TOTAL	1.000	1.000	1.000	1.000

Source: PIB

culation cost of adding to rate base would amount to \$625,000. Dividing that number by the average contribution per advertising page, we calculate that *Golf* would have to suffer a loss of 89 advertising pages (because it did not increase rate base) to make up for the difference in circulation costs. Is this a reasonable risk? That is what management has to decide.

Evaluating *Golf* from a competitive standpoint, the increases in circulation by *Golf Digest* have put management in a defensive position. Raising the circulation is the normal reaction; perceptions of virility imposed by the advertising community require some meaningful demonstration. Raising circulation meets *Golf Digest* on its terms. It shows advertisers that *Golf* is still in the game and, according to conventional thinking, it makes advertising rate increases more palatable.

Cost-per-thousand advantage

There may be, however, another way to respond. Despite the promotability to advertisers of circulation increases, a good case might be made that

a more compelling reason for the growth in market share for *Golf Digest* is an advantage in cost per thousand (Table 7).

From a competitive standpoint, *Golf* could achieve marketing leverage by cutting costs and passing these efficiencies through to advertisers by way of reduced CPM. Circulation is the most likely cost-cutting candidate for creating the financial leverage that would allow such a competitive marketing advantage. While this approach would acknowledge the greater numbers of *Golf Digest*, it would also carve out a competitive offense.

Total audience frequently ignored

In the calculation of competitive consequences of various circulation levels, one frequently ignored aspect is total audience. There are several reasons for the omission. First, total audience, which is defined as the number of people who can be projected to have read or looked into a publication, is measured only through syndicated research; it is not under the direct supervisory control of the managers making rate base decisions.

Table 9
Circulation and audience costs per thousand, newsweekly market

SMRB CPM (CIRC)					
Newsweek	17.67	19.66	21.38	22.85	
Time	15.70	17.01	18.03	20.06	
U.S. News	16.63	18.23	20.16	21.16	
SMRB CPM (AUDIENCE)					
Newsweek	3.14	3.74	3.91	4.30	
Time	3.51	3.71	4.15	4.40	
U.S. News	3.96	3.87	4.59	5.14	

Source: SRDS and SMRB

most recent direct mail agency offer featured a premium of a digital watch. Suppose an offer without the watch would generate 100,000 subs. Allow the introduction of a premium at a possible in-the-mail cost of \$2 per item to lift response, say, 15 percent. At a price of \$20.30 for 23 issues, the incremental cir-

Table 10
Newsweekly circulation growth based on SMRB average issue circulation (000)

	SMRB AVERAGE ISSUE CIRCULATION						
	1977/8	1978/9	1979	1980	1981	1982	1983
Newsweek	2941	2925	2905	2927	2939	2987	3007
Time	4404	4411	4414	4477	4525	4561	4709
U.S. News	2041	2111	2068	2082	2105	2109	2170
TOTAL	9386	9447	9387	9486	9569	9657	9886
GROWTH IN SMRB CIRC							
Newsweek	1.000	0.995	0.988	0.995	0.999	1.016	1.022
Time	1.000	1.002	1.002	1.017	1.027	1.036	1.069
U.S. News	1.000	1.034	1.013	1.020	1.031	1.033	1.063
TOTAL	1.000	1.006	1.000	1.011	1.019	1.029	1.053

Second, whatever strategy may be adopted to influence total audience, an extended period is required to learn the results. The time from development of strategy to implementation of program to reading measured results will almost certainly be longer than the usual budget period of one year.

Third, and perhaps most important, there is no well-understood comprehensive theory that easily explains what can be done to favorably affect the measurement of total audience. A recent study by David H. Foster & Associates showed that there are a number of factors that are important, but any program almost certainly has to be tailored to the circumstances for a particular magazine.

Despite these limitations, it is essential for magazines that compete for advertising dollars based on audience research to evaluate circulation decisions from the standpoint of their likely effects on total audience. Nothing may exercise more influence over the total competitive ability of a publication.

To illustrate the possible interaction between circulation and total audience and the consequences for a magazine's competitive position, consider the newsweekly market.

According to Table 8, *Time* is the

market leader in total advertising dollars, but *Newsweek* takes in more advertising pages. *Time*'s advantage in dollars is attributable to the fact that it has a larger circulation. The basis on which *Newsweek* competes successfully for pages, Table 9 indicates, is efficiency in audience CPM.

Over the past several years, Table 10 reveals, all the magazines in this market have pursued a circulation strategy of growth. Beginning in 1978/79, *U.S. News* began to move up slightly in circulation. In the market, however, it appears to have become a contest when *Time* added circulation in 1981. *Newsweek* followed in subsequent years.

From the standpoint of increases in level of circulation, *Time* is the clear winner. Starting from a larger base than either competitor, *Time* has managed to boost its circulation during the period by 6.93 percent, compared to 6.32 percent for *U.S. News* and 2.24 percent for *Newsweek*.

Gains may have cost margin

Whether the gains added to the bottom line or not, however, appears to be a close call. The apparent success may have been pulled off only at the expense of margin. As of this writing, the

circulation revenue for the added 15,000 orders would be \$304,500. Assuming a remit of 25 percent, the net revenue to the magazine would be \$76,125.

Against this revenue, it is necessary to place the cost of delivering the premium to all 115,000 orders. That cost, at \$2 each, comes to an estimated \$230,000. On the promotion alone, based on these estimates, *Time* incurs a loss of \$153,875.

By dividing the total advertising dollars by the total number of paid circulation units and deducting a possible commission to agencies of 15 percent, we know that, in 1983, the advertising value of each paid unit of circulation came to \$1.04. If all 15,000 additional subscribers were served 23 issues, the advertising value can be estimated at \$358,800. The difference between \$358,800 and the promotion loss of \$153,875 is \$204,925. On a per-copy basis, this leaves 59 cents to cover manufacturing, delivery and profit.

With the probable economics so close, the real benefit to *Time* of increasing circulation appears to be to put pressure on *Newsweek* and, to some extent, on *U.S. News*. Because the basis for *Time*'s sell is reach, going up creates the image of strong circulation support and plays directly to the selling strength

Table 11
Readers per copy, newsweekly market (000)

SMRB AVERAGE ISSUE CIRCULATION							
	1977/8	1978/9	1979	1980	1981	1982	1983
Newsweek	2941	2925	2905	2927	2939	2987	3007
Time	4404	4411	4414	4477	4525	4561	4709
U.S. News	2041	2111	2068	2082	2105	2109	2170
TOTAL	9386	9447	9387	9486	9569	9657	9886
SMRB TOTAL AUDIENCE							
Newsweek	17762	17973	17198	16453	15447	16345	15994
Time	21236	21108	20181	20035	20732	20699	21468
U.S. News	8255	9426	8635	8733	9915	9259	5929
TOTAL	47253	48507	46014	45221	46094	46303	46391
READERS PER COPY							
Newsweek	6.04	6.14	5.92	5.62	5.26	5.47	5.32
Time	4.82	4.79	4.57	4.48	4.58	4.54	4.56
U.S. News	4.04	4.47	4.18	4.19	4.71	4.39	4.11
TOTAL	5.03	5.13	4.90	4.77	4.82	4.79	4.69

Source: SMRB

of the magazine.

Sitting in the number-two position, *Newsweek* obviously has felt that it must respond to the competitive challenge by increasing its circulation as well. Rather than strengthen its competitive position, however, this strategy appears to have weakened it. Consider how.

Table 11 shows that from 1977/78 to 1983, SMRB total audience for the three magazines decreased slightly. At the same time, average issue circulation for the three publications increased. The result has been fewer readers per copy for the publications. In addition to the above result, it is evident that the loss in total audience experienced by *Newsweek* was largely offset by gains for *Time* and *U.S. News*.

Finite pool of readers

The reason appears to be that there is a finite pool of readers for newsweeklies. One characteristic of the dynamics of this pool seems to be that gains for one magazine are accompanied by losses for the others.

Assuming that the observation of a pool and its dynamics is a valid condition of the competitive environment of the three magazines, the effect of all three increasing rate bases is simply to reduce the relative efficiencies for *Time* and *Newsweek*. But *U.S. News & World Report* has registered a gain. The reason is that the measured audience for *U.S. News* grew proportionally more than the increase in rate base.

Under these circumstances, for *Newsweek* to increase rate base at a time when audience is decreasing hurts its competitive ability. During a period when editorial changes have occurred frequently as the magazine has struggled to define its niche, moving up rate

base has simply eroded the magazine's single most important competitive edge: audience CPM.

If it were to be assumed that there is a pool that operates as it appears to, competitively speaking, *Newsweek* management could seize the initiative by slightly reducing rate base and selling to their traditional strength, a highly favorable CPM.

In this market, real leverage has been gained only by *U.S. News*, which has increased total audience at a faster rate than circulation. One consideration for this magazine is whether there could have been similar audience gains with stable circulation. Leverage created by audience gains would make their CPMs much more attractive.

Demographic composition increasingly is a battleground in both selling advertising and reaching consumers. In recent years, the consumer market has been segmented from every possible direction: income, employment, sex, race, geography, education. But more, with the application of VALS (Values and Lifestyles Program), it is coming to be segmented through lifestyles as well. Advertisers have invested large sums in research to identify their target markets and to construct appeals that reach these markets specifically.

Large circulation magazines such as *Time* and *Newsweek* can approach the battle for demographics by identifying segments of people who already subscribe to their publications and then packaging a program for advertisers with "demographic" editions. Other magazines, such as *Bon Appetit*, altogether identify themselves as servicing a certain demographic segment.

In some cases, the demographics are not left to chance. *Forbes*, for example, distributes free copies to chief ex-

ecutives of Fortune 500 corporations. This same philosophy is behind controlled circulation publications and many trade magazines.

Controlling demographics is a function of the type of publication, the price charged, and source mix. A few publications have also undertaken research to discover the demographic characteristics of sources with the thought of selecting a target market and then concentrating on those sources that tend to reach those segments. Direct mail offers a continual built-in test of this sort. Where a publication chooses only those lists that perform well, the customers are self-selecting.

The luxury of experiments in shaping demographics through sources can be enjoyed only by those magazines that can afford to be selective in adding subscribers or single-copy outlets. A magazine that needs every available unit of circulation to meet a rate base commitment does not have this flexibility. Potentially, one of the most important strategic decisions management makes is which segment of the market to appeal to, and how.

Choice/risk management

The extent to which circulation can be used as a competitive weapon to shape demographics or influence levels of readers per copy depends on the market, management philosophy and the resources available. An example of the potentials, as well as some limitations, can be found in the outdoor market.

Field & Stream, *Outdoor Life* and *Sports Afield* have been competitors for decades. In the 1940s, the fifties and the sixties, they jockeyed for the position of having the largest circulation—and their positions relative to one another continually passed back and forth.

In the 1970s the market changed. *Sports Afield* reached a circulation plateau of just over 1.4 million and then, beginning in 1974, started drifting down. Meanwhile, *Field & Stream* and *Outdoor Life* engaged in a spirited race to deliver larger and larger circulation numbers. *Field & Stream*, with the aid of sweepstakes and full participation in marginal circulation sources, topped out over two million. *Outdoor Life* elected to forgo this expensive business and reduce its circulation. By the late 1970s, *Field & Stream* delivered the largest numbers of the group, and *Sports Afield* dropped rate base to five million and doubled its circulation prices.

Different competitive consequences

These different approaches have led to different competitive consequences. *Field & Stream*'s position is to rely on the advertising marketplace, where it can appeal to advertisers (beyond the endemics) for its profits. In those years when advertising is on the upswing, this magazine probably fares well. In down years, however, profits will suffer greatly. In circulation, every source has to be employed, and there is little flexibility in shaping audience and demographics.

Sports Afield, in contrast, has selected a strategy that gives it competitive leverage on a number of different fronts, and cushions its profit performance from downward spirals.

By dropping rate base dramatically and raising circulation price, the magazine forced all but the most ardent supporters from purchase. Using renewals as the core, management then had a choice of the level of circulation it would maintain and which other sources to draw upon. Because there is a great deal of flexibility among price and source mix, management can select level of profit contribution from each cash stream. This position allows operating, marketing and financial leverage.

On the circulation side, because renewals are probably a large portion of the subscriber file, new business requirements are not stretched out. This means that, in a direct mail campaign, only the most profitable lists need be used. In negotiating with direct mail agents, only the best offer remit need be entertained. In other agency sources, remit percentages can be increased.

But the consequences are just as important to advertising. Because profit margins on circulation can be high and managed, there is room to exercise

price leadership in CPM.

The key: Managing profit streams

Even more important, by dropping rate base so low as a proportion of the pool of potential readers, *Sports Afield* created high readers per copy. This result has had the effect of multiplying leverage.

Even though quality paper and appearance were introduced, data available through syndicated research do not indicate that *Sports Afield* has gained any appreciable and consistent demographic advantage. However, this may be due to a number of publishing decisions. Circulation prices, for example, were dropped back to levels compatible with competitors. Another consideration may have been that to go for the high ticket hunter or fisherman exclusively would have put the magazine beyond the interest of the optimal potential advertising base.

The important point in this context, however, is that with its circulation operating flexibility and current leverage in CPM, *Sports Afield* management has choices. And because of that, the profit streams can be truly managed. That is the key to being able to use circulation as a competitive weapon. □

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Remarkable perception

(Continued from page 186)

Measuring management performance

Forbes measured the 1,000 largest public companies in several

ways to determine their rank in terms of management performance. While there was no overall ranking, the 12 publishing companies that were included came out well in every category—and the industry would seem to be in the top six by almost any yardstick.

Fastest growing private companies

In *Inc.*'s list of the 500 fastest growing private companies for the period 1978-1982, no less than 17 publishers are included:

Rank	Company	Rank	Company
44.	Feldman Communications, Miami Beach	278.	Micromedia Marketing, Pasadena, Calif.
51.	TSR, Lake Geneva, Ill.	331.	Southern Accents Magazine, Atlanta
93.	Blue Dolphin Enterprises, San Diego	361.	Skybird Publishing, New Orleans
112.	General Communications, Denver	364.	Sybex, Berkeley, Calif.
139.	Central Mass Media, Worcester, Mass.	416.	Winn Galleries, Seattle
178.	Drithium Press, Beaverton, Ore.	421.	Phillips Publishing, Bethesda, Md.
212.	Wizard Publication, Torrance, Calif.	441.	McDougal, Littell, Skokie, Ill.
272.	Computer Science Press, Rockville, Md.	478.	Seavex, Boston
		491.	Klut Press, Palo Alto, Calif.

Leading industry rankings

Based on five-year results (out of 46)

	Return on equity	Return on total capital	Growth in sales	Growth in earnings per share
Brokerage	1	1	1	1
Tobacco	2	13	26	3
Health care	3	11	10	2
Beverages	4	9	12	5
Oilfield drillers	5	11	6	11
Publishing	6	2	14	9
Toiletries and cosmetics	7	7	29	27
Aerospace and defense	8	15	23	10
Drugs	9	4	30	21
Office equipment & services	10	6	5	14

Individual publishing company rankings

Based on five-year results (out of 1,000)

	Return on equity	Return on capital	Growth in sales	Growth in earnings per share	Stock price change
Dow Jones	29	13	175	287	44
McGraw-Hill	120	60	186	557	129
Washington Post	122	99	263	462	196
Gannett	138	120	234	124	372
New York Times	232	174	161	477	169
Times Mirror	249	214	327	390	246
Meredith	251	349	172	453	99
Knight-Ridder	372	213	278	580	297
Harcourt Brace Jovanovich	555	560	559	532	501
Time Inc.	634	522	545	137	206
Tribune	678	-	813	690	-
Macmillan	893	901	891	987	170

Remarkable perceptions

By James B. Kobak

It may come as a surprise to you, but in surveys taken by several business magazines recently, publishing ranks high. Among public companies, the publishing industry comes out with the highest rating for having the most admired corporations—this from a *Fortune* survey.

A *Forbes* survey of management performance ranks the publishing industry among the first five or so (out of 46) industries. And *Inc.*'s survey of the fastest growing private companies names 17 in the publishing industry.

Viewed in the negative light of some recent events in the publishing industry, this positive assessment is remarkable. Consider the following:

- *The Washington Post*, which suffered large losses from the launch of *Inside Sports*.

- Gannett, which lost quite a bit with the launch of *USA Today*.

- Harcourt Brace Jovanovich, which has had considerable expenses associated with moving its headquarters and several of its operations.

- Time Inc., which had large losses from the launch of *Cable TV Week*.

- Macmillan, whose recent growth (but not profits) has been slowed by the divestiture of dozens of operations.

Most admired corporations

This year, for the first time, publishing was represented in *Fortune*'s survey of the most admired corporations. Two publishing companies made the top 10: Dow Jones—in second place, just below IBM; and Time Inc. in sixth place.

If that isn't enough, consider

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this: Of the 25 industries included in *Fortune*'s survey, the publishing industry had the highest median score for being admired—and no publishing company was in the list of the 10 least admired.

(Continued on page 170)

Median rank of 25 industries

Apparel	6.36
Beverages	6.69
Chemicals	6.05
Commercial Banking	6.20
Diversified financial	6.17
Diversified services	6.23
Electronics, appliances	6.40
Food	6.35
Forest products	5.66
Glass, concrete, abrasives, gypsum	5.68
Industrial, farm equipment	6.26
Life insurance	6.19
Metal manufacturing	5.51
Metal products	6.01
Mining, crude oil production	5.72
Motor vehicles and parts	6.18
Office equipment, computers	6.14
Petroleum refining	6.77
Pharmaceuticals	7.26
Precision instruments	6.55
Publishing, printing	7.37
Retailing	6.45
Transportation	6.30
Utilities	6.20

Overall ranking of publishing, printing

Rank	Company	Score
1	Dow Jones	8.35
2	Time Inc.	7.99
3	Gannett	7.47
4	McGraw-Hill	7.43
5	Knight-Ridder newspapers	7.40
6	Times Mirror	7.33
7	New York Times	7.31
8	R.R. Donnelley & Sons	7.13
9	Washington Post	6.89
10	Tribune	5.76

These rankings are based on eight factors: quality of management—Dow Jones was third to IBM and Hewlett-Packard; quality of products or services—Dow Jones was first; innovativeness—Time Inc. was third to Citicorp and Merrill Lynch; long-term investment value—Dow Jones was second to IBM; financial soundness—Dow Jones was third to IBM and General Electric; ability to attract, develop and keep talented people; community and environmental responsibility; and use of corporate assets—Dow Jones was second to IBM.

The most admired corporations

Rank	Company	Industry group	Score
1	IBM	Office equipment, computers	8.53
2	Dow Jones	Publishing, printing	8.35
3	Hewlett-Packard	Office equipment, computers	8.24
4	Merck	Pharmaceuticals	8.17
5	Johnson & Johnson	Pharmaceuticals	8.15
6	Time Inc.	Publishing, printing	7.99
7	General Electric	Electronics, appliances	7.96
8	Anheuser-Busch	Beverages	7.91
9	Coca-Cola	Beverages	7.87
10	Boeing	Aerospace	7.79

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Management

Publishing costs to rise 34.4% from 1983 to 1986

Boca Raton, Fla.—Although business magazine publishers are optimistic about increased ad revenues, they were told at the American Business Press (ABP) spring conference to expect greater cost increases as well.

Magazine publishing costs will go up 34.4 percent from 1983 to 1986, according to John DeWolf, who developed methods used by Cahners Publishing Company for economic forecasting.

Using data from 226 business magazines covered in the ABP 1983 Cost Report and projecting those costs, DeWolf also predicted that total magazine publishing costs will rise over 1983 costs by 13.5 percent in 1984 and by 25.76 percent in 1985.

The biggest cost rise in the three-year period is for paper, DeWolf asserted. Paper costs rose 27 percent from 1983 to 1984, he said, up from \$10.63 per hundred dollars of costs to \$13.51. Paper costs from 1984 to 1985 will rise another 10 percent to \$14.83, he continued.

The next-biggest cost increase during the period forecast is in compensation, DeWolf explained. Compensation costs will rise 11.4 percent from 1983 to 1984, 11.3 percent from 1984 to 1985 and 8.8 percent from 1985 to 1986.

Advertising revenue growth for the three-year period is expected to be high, but not as high as cost increases, according to DeWolf. He sees advertising revenue rising over 1983 revenue by 15.29 percent in 1984, 24.8 percent in 1985, and 31.65 percent in 1986.

As a result of the different rates of growth, the difference between ad revenue and costs, which was 23.2 percent of revenue in 1983, will rise to 24.4 percent in 1984, but then drop to 22.2 percent in 1985 and to 21.6 percent in 1986.

Regarding advertising pages, DeWolf sees ad pages in specialized business magazines up 7.6 percent in 1984, up 3.5 percent more in 1985 and up an additional 1.5 percent in 1986, for a total gain of 13 percent over 1983.

DeWolf explained how he and Cahners Economics Department use rate-of-change curves for the Index of In-

Magazine publishing costs for the specialized business press

	1983	1984	1985	1986
Compensation	\$23.38	\$26.64	\$30.06	\$32.70
Printing	16.20	20.13	23.02	25.14
Paper	10.63	13.51	14.83	14.75
Postage	8.53	10.07	11.84	12.13
Travel & entertainment	5.30	5.54	5.91	6.38
Other	35.96	37.61	40.10	43.30
	\$100.00	\$113.50	\$125.76	\$134.40

SOURCE: JOHN DEWOLF, ON THE BASIS OF DATA FROM THE AMERICAN BUSINESS PRESS 1983 COST REPORT

Dollar figures based on \$100 in costs for 1983. For example, for every \$100 spent in 1983, \$23.38 (23.4 percent) went to compensation.

Magazine publishing is clearly a people business. About one fourth of publishing costs for the business press is for compensation.

dustrial Production as a leading indicator.

DeWolf used as his starting point for forecasts the 1982 information contained in the 1983 ABP Cost Report, which reveals the biggest publishing expense for 1982 to be compensation, accounting for 24 percent of total costs. The next-biggest expense was printing, 15.8 percent. Other major expenses were paper, 11 percent; circulation (excluding personnel), 8.9 percent; and postage, 8.7 percent. Promotion and research (other than personnel) accounted for 6.2 percent; travel and entertainment, 5.2 percent.

Publishing attorneys laud Supreme Court ruling in libel case

New York City—Publishing attorneys say that the Supreme Court's decision this spring instructing appellate courts to review the facts in libel cases is a major victory for magazines and other media because it retains a formidable legal shield against huge jury libel awards.

But the attorneys said that they doubt the Court's ruling in the case involving *Consumer Reports* and the Bose Corporation represents a significant change in what they say is the Burger Court's generally anti-media view in libel cases.

"This is the first break they've given us in years," says Neal Goldman, who represents *New York* and *Murdoch*

publications in libel matters. "This is a desirable and necessary stop, but only a temporary stop on a lengthy retreat from the principles of *New York Times Company v. Sullivan*."

In a 6-3 decision, the Court ruled that the United States Court of Appeals for the First Circuit had the right to overturn a Federal district court verdict against *Consumer Union*, publishers of *Consumer Reports*. The trial court had awarded the Bose Corporation \$210,000 for a critical review of one of its speaker systems that appeared in an issue of *Consumer Reports*.

The appellate court overruled that verdict and Bose appealed to the Supreme Court, saying that the appeals court overstepped its jurisdiction when it reviewed the facts in the case. The appeals court, Bose argued, should have limited its review to the procedural matters in the case.

But the Supreme Court ruled that broad-based appellate review, established in the 1964 landmark libel case *New York Times Company v. Sullivan*, is essential because of the importance of the First Amendment right of freedom of press.

That finding is welcome news to the media, according to the attorneys contacted by FOLIO, because appellate courts frequently overturn trial court verdicts carrying large damage awards against news organizations. In fact, a study by the Libel Defense Resource Center found that plaintiffs in libel suits win 83 percent of jury trials, but that

the press wins more than 70 percent of the appeals.

"It certainly keeps a very important door open to reversing libel verdicts at the trial level," says publishing attorney Ed Smith.

"It's the first time that a majority has made that kind of signal in a long time," adds Robert Sack, who frequently represents *Barron's* and other Dow Jones publications in libel cases. "It's a comparatively strong statement," he says.

"This will permit media lawyers to continue to defend aggressively," says Goldman. "We don't have to be quite as frightened of juries."

Smith said, however, that he doubts the ruling will discourage the filing of libel suits in the future. "All it means is that the situation is the same as it was before this decision," he says.

Sack said, though, that the Supreme Court's strong emphasis on the importance of independent appellate review of the facts in libel cases might make trial courts think twice about the libel verdicts they issue.

Electronic publishing ventures are too risky, FOLIO's Hanson says

Montreux, Switzerland—Magazine publishers should resist the temptation to plunge into electronic publishing, because the risks involved are too great, says Joe Hanson, president of the FOLIO Publishing Corporation.

Hanson told the International Direct Marketing Symposium that consumer demand and the technology are too uncertain to justify large investments in electronic publishing. Many electronic publishing services "provide the same material that appears in newspapers or magazines, and others provide information that is easily obtained elsewhere or is of little interest," he said. "But, even if there is a need for a product, there is no guarantee that it will succeed, because the electronic publishing field is so unpredictable and unstable. A product that is needed today may be obsolete tomorrow."

Nevertheless, Hanson said, many magazine publishers are "dashing into electronic publishing ventures with the impetuous fervor of prospectors stampeding West during the California Gold Rush. The reason, quite often, is fear," he said. "Many publishers underestimated the impact of television on magazines. They were not prepared to battle an overnight Goliath for readers and advertising dollars, and they don't want to be caught off guard again. Electronic publishing is one revolution, they say, that won't pass them by."



House & Garden won two National Magazine Awards: one for "its talented and sensitive use of classic design" and one for general excellence.

"Electronic publishing—whether it's teletext, videotex, databases or computer software—may be commonplace and profitable someday, though it will never replace magazines or substantially cut magazines' profits," he continued. "But that day is far away, and prudence and patience are needed in the meantime. Magazine publishers should move slowly to take advantage of the emerging electronic publishing technology without letting it take advantage of them."

The best way to take advantage of electronic publishing is to provide information through existing services, like the NEXIS database, Hanson said. "The biggest advantage of this kind of arrangement is that a magazine publisher will not be significantly hurt if the service struggles or folds," he said. "A publisher can extend his franchise without extending his manufacturing base and financial liability."

But publishers should not try to develop and market electronic publishing services, as Time Inc. and Dow Jones did with their failed teletext and Dow Alert services, he said.

"Computer technology has helped magazines get where they are today, and it will help them go even farther tomorrow," he said. "Publishers will still feel pressure to become Thomas Edisons and to reduce their magazines to electronic impulses on a video screen. A few will succumb, but most will not. And that will help the magazine industry to thrive."

House & Garden takes two of 11 National Magazine Awards

New York City—Not only did *House & Garden* win two 1984 National Magazine Awards—one for general excellence in the 400,000 to one million circulation grouping and the other for design—but it did so only one year after a major redesign.

"To get this kind of recognition in our first year is very gratifying and a great affirmation of the direction we're taking," says *House & Garden* editor in chief Louis Gropp.

In January 1983, *House & Garden* began narrowing its editorial focus to appeal to more upscale readers. Gropp said the magazine was redesigned, the editorial aim better focused, the quality of the reproduction improved, the grade of the cover stock improved, pages added and the cover price increased.

Other winners during the National Magazine Award ceremonies at the Waldorf-Astoria on April 24 were *Esquire*, for single-topic issue; *The New Republic*, for essays and criticism; *New York*, for service to the individual; *The New Yorker*, for public service; *Seventeen*, for fiction; and *Vanity Fair*, for reporting.

Together, *Vanity Fair* and *House & Garden* earned three awards for Condé Nast Publications Inc.

Other winners in the category of general excellence were *The American Lawyer*, under 100,000 circulation; *Outside*, 100,000 to 400,000 circulation; and *National Geographic*, over one million circulation.

The National Magazine Awards were established in 1966 by the American Society of Magazine Editors and are administered by the Columbia University Graduate School of Journalism. They are assisted by a grant from the Magazine Publishers Association.

ABC-audited circulation data to be available on computer systems

Schaumburg, Ill.—Publishers, advertisers and advertising agencies will soon be able to use their office computer terminals to generate instant reports based on Audit Bureau of Circulations (ABC) audited circulation data.

Lisa Salems, on-line and marketing manager for ABC, said the new service will be started thanks to an agreement between ABC and two telecommunications companies, Interactive Market Systems Inc. (IMS) and Telmar Group Inc. The ABC data are expected to be available on the companies' systems on July 1.

The data available, Salems explained, will include magazine circulation

Circulation/Subscription

Average base salaries for circulation execs hold steady since 1983

New York City—The average base salaries of magazine circulation directors and managers changed little in the last year and circulation executives at consumer publications continue to easily outpace their counterparts at trade titles, according to a wage study by Crandall Associates, Inc.

The results of the sixth annual study were published by Crandall Associates, an executive recruiter in the direct marketing field, in Crandall's 1984 *Direct Marketing National Salary Guide*.

H.B. Crandall, president of Crandall Associates, said that, along with a stable salary picture, the past year also saw relatively few circulation executives changing jobs. In unsettled economic times, he said, people in circulation as well as in other fields have a tendency to stay with the jobs they already have.

The 1984 salary guide lists salaries for 40 different direct marketing jobs, including five categories of jobs within magazine publishing companies.

The study found that magazine circulation directors with more than five years of experience at consumer magazines were being paid between \$54,000 and \$58,000 per year at most firms and about \$65,000 per year at leading firms. Circulation directors with similar experience at trade magazines were being paid between \$40,000 and \$45,000 at most firms and about \$50,000 at leading firms, the study revealed.

Circulation managers with more than five years of experience at consumer magazines were paid between \$42,000 and \$48,000 at most firms and \$55,000 at leading firms, while their counterparts at trade titles were paid between \$30,000 and \$34,000 at most firms and about \$36,000 at leading firms.

Circulation executives at consumer magazines tend to make more than those at trade magazines, Crandall said, because consumer magazines usually have greater revenues and bigger audiences.

One of the few changes in the circulation field since the 1983 study was

(Continued on page 31)

Base salary ranges for magazine circulation and fulfillment executives

Position title and description	Years experience	Base salary range (excluding benefits)	Leading firms
Circulation director/Consumer: Identifies the target audience, marketing policy and pricing and guides creative efforts and audits.	1-2	\$42,000-\$46,000	\$50,000
	3-5	\$48,000-\$52,000	\$56,000
	5+	\$54,000-\$58,000	\$65,000
Circulation manager/Consumer: Executes master plan. Responsible for subscriptions, renewals, newsstand and fulfillment.	1-2	\$28,000-\$32,000	\$35,000
	3-5	\$34,000-\$40,000	\$45,000
	5+	\$42,000-\$48,000	\$55,000
Circulation director/Trade: Penetrates defined audience with specific emphasis on positioning, renewals and audit bureau rules.	1-2	\$26,000-\$30,000	\$35,000
	3-5	\$32,000-\$36,000	\$43,000
	5+	\$40,000-\$45,000	\$50,000
Circulation manager/Trade: Helps develop controlled and/or paid subscriptions and renewals; supervises fulfillment operation.	1-2	\$18,000-\$22,000	\$25,000
	3-5	\$24,000-\$28,000	\$32,000
	5+	\$30,000-\$34,000	\$36,000
Fulfillment manager/Magazine: Responsible for list maintenance, cashing and order processing, billing and renewal scheduling.	1-2	\$22,000-\$25,000	\$28,000
	3-5	\$27,000-\$30,000	\$34,000
	5+	\$32,000-\$35,000	\$39,000

Source: Crandall Associates, Inc.

Computers may be in, but paper isn't out, say USPS auditors

Cos Cob, Conn.—Despite the increasing usefulness and practicality of computers in circulation departments, there may be some little-known hazards. One circulation director who uses a personal computer found he didn't have the kinds of records demanded by a United States Postal Service auditor.

George T. Granger, circulation manager for Cleworth Publishing Company, Inc., explained that, in March, an auditor from the Postal Service came to the office to conduct an annual review to make sure the Cleworth monthly *United States Banker* was meeting second class mail requirements.

The auditor asked for a list of subscribers for the February issue so he could pick out a few subscribers and then verify that they were paying a rate equal to at least 50 percent of the basic annual

subscription rate.

Granger's staff, however, couldn't produce the list.

In October, Cleworth had switched from an outside fulfillment service to an in-house system using a mini-computer.

The computer stores the current list of subscribers, but no back lists. Granger said he had no use for back lists and that storing each month's list on a \$75 computer tape would only waste money and clutter the office shelves.

The current list in the computer and hard-copy records of each month's subscription drops and adds were all he needed to conduct business, Granger maintained.

Local Postal Service employees later said they sometimes give a publisher "the benefit of the doubt" and accept a current list if the specified past list is not available. However, they added, they want a paper version, not one in the computer. According to the Postal Service, Granger's staff (Granger was out the

day of the audit visit) said they didn't know how to make a printout.

Granger told FOLIO he was not asked to print out the current list, but he was willing to do so, although it might take a day. He said he doesn't understand why the auditor could not just read from the computer screen.

In any case, the Postal Service postponed the audit for a few months

and told Granger he had better start keeping records so they would be available when the auditor returns.

Granger, however, asserted that he will try to get the Postal Service to change its outdated rules rather than comply.

The circulation manager said a paper copy of each month's list of subscribers was a natural product of the

business in the days before the computer, but today there is no need for paper lists and, without a sophisticated data processing capability, it is difficult to print such lists.

Using the current list and paper records of the drops and adds, the Postal Service could reconstruct what happened in the past, Granger maintained. According to the current rules, he noted, he

66 percent of ordinary second class publications delivered late

Publication delivery box score:

Ordinary second class and controlled circulation publications
January-March 1984

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	19	15	32	18	10	6
Boston (Area 021)	15	12	32	12	18	11
Boston (Area 022)	0	67	33	0	0	0
New York City	11	11	27	24	11	16
Buffalo	23	13	42	7	2	13
Pittsburgh	10	14	40	26	5	5
Philadelphia	2	0	29	33	16	20
Washington, D.C.	25	22	24	20	9	0
Atlanta	15	18	27	22	5	13
Miami	43	22	24	4	1	6
Memphis	23	9	28	21	6	13
Cincinnati	11	25	35	18	4	7
Detroit	14	19	31	14	8	14
Milwaukee	14	2	43	16	18	7
Minneapolis	30	14	29	16	7	4
Chicago	10	18	38	14	14	6
New Orleans	11	10	36	10	18	15
Dallas	23	28	20	15	8	6
Houston	30	32	19	6	9	4
Denver	8	17	31	15	19	10
Salt Lake City	10	0	45	10	10	25
Los Angeles	16	14	34	20	7	9
San Francisco	42	14	26	8	6	4
Seattle	35	9	33	7	7	9

*INCLUDING OTHER U.S. CITIES AND SCFS NOT LISTED

SOURCE: RED TAG NEWS PUBLICATIONS ASSOCIATION, INC.

Service improved by 7 percentage points overall for ordinary second class publications in the first quarter of 1984 compared with the fourth quarter of 1983. For all cities monitored, the combined percentage of publications delivered on time (service standard) or sooner (better than service standard) was 34 percent in the first quarter of 1984 compared with just 27 percent in the previous quarter.

Service in the first quarter of 1984 was also 6 percentage points better than in the first quarter in 1983, when only 28 percent of the publications were delivered on time or sooner.

In the first quarter of 1984, 13 of 23 delivery areas listed here experienced improved service compared

with the previous quarter.

Minneapolis saw the biggest improvement. Combined on-time and better-than-standard service went from 23 percent during the fourth quarter of 1983 to 44 percent during the first quarter of this year.

Of the eight cities where on-time or better service declined, New Orleans saw the most severe drop, from 47 percent for the last quarter of 1983 to 21 percent in 1984's first quarter.

In two cities, combined on-time and sooner percentages did not change.

The area listed that had the best service in the latest quarter was the 022 Zip Code area of Boston, where 67 percent of the mail was delivered on time or sooner. Miami was

a close second, with 65 percent of its mail delivered on time or sooner.

The poorest delivery record was in Philadelphia, where only 2 percent of the mail was delivered on time or sooner. This is an even further drop from the last quarter of 1983, when Philadelphia had the second-worst record of the cities on the list, with only 11 percent of its mail delivered on time or sooner.

The second-worst rating on the list for the first quarter of 1984 was for Salt Lake City, which had 10 percent of its mail delivered on time or sooner. This delivery record was unchanged from the last quarter of 1983, although in that period, Salt Lake City had the poorest delivery record of all cities listed.

speaker at a recent FMA seminar on customer service, underlined the importance of the question, "How far will your company go in accepting a customer's claim?"

Forier, who is coordinator of services for books and business publications for Hearst, told fulfillment executives that they must establish a firm policy in order that all staff members will know "the right way" to implement customer service.

"Will you be willing to say, 'the customer is always right,' even when you know he is wrong?" she asked. "How much will you allow as 'claims paid,' without writing for proof of payment? Will you allow \$10? \$20? more or less?"

As for returns, Forier asked, "Will you process a 'claims returned' transaction on your files, based on a customer's correspondence, regardless of the value of the product?"

Forier said she deals only with outside service bureaus and will accept "claims paid" up to \$15.

"For those customers who do pay," said Forier, "you should process a 'claims paid' transaction, to be changed to a 'good pay' when the check actually comes in. Or you could post a 'claims returned' entry on your file, only until you can verify the return when it reaches your warehouse."

Each renewal letter in series should look like it's the last one

Chicago—"Sneak up on your subscribers" to get them to open the envelope, and make them feel that each letter in the renewal series is the last one they will receive.

This was the calculating advice from Eliot DeY. Schein, the president of Schein/Blattstein Advertising, during a workshop at FOLIO: Chicago—The Midwest Publishing Conference & Exposition. He used a series of renewal letters created by *The New Republic* to illustrate his point that the letters should look different, with the envelopes becoming progressively more urgent in their appeal for action as expiration date approaches.

The first letter, he said, should take a very low-key, business-like approach, stating simply that the subscription will soon expire, and that renewal should be done immediately to avoid missing a single issue in these "vital times." The envelope he showed says merely, "Reading Time 22 Seconds."

"Gee Whiz" graces the envelope of the second letter, which points out how the weekly magazine values "someone like you" and gives the impression that the lack of renewal would be a very per-



The strategy involved in this series of renewal letters from *The New Republic* is that the letters look different, with each appearing to be the last.

sonal loss to the publishers.

The third letter starts to get down to business, Schein explained; the mailgram format of the envelope indicates that it is time to place the order. An imperfect-looking rubber-stamped message says, "Prompt Reply Requested," and another, printed line says, "Time-Value Message Enclosed." The letter itself continues the urgency of the mailgram format in all capital letters, and again points out that the world situation dictates a continuance of the subscription.

With just one month to go, a fourth letter is sent, with a "string" on the envelope for mentally tying on the reader's finger as a last-minute reminder to renew.

The fifth letter finally says "Last Chance" on the envelope, though, as Schein explained, that really doesn't mean the last chance to renew, but the last chance not to miss an issue.

The sixth, and really final, letter makes the ultimate appeal for the readers to consider themselves family, and to be welcomed back. The envelope says "Petition Enclosed," and the letter, in the form of a petition, is signed by all of the *The New Republic's* editors.

Schein described other, less imaginative and less successful renewal series, particularly one that was done by *More*, in which the letters were numbered one, two, three, etc. That's the wrong approach, he said, and possibly as a result, *More* is no more.

Crandall wage study

(Continued from page 26)

some narrowing of the salary ranges for certain experience groups of certain jobs. Crandall says the low end of the ranges

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tended to move up, perhaps because of increased demands for circulation executives.

For instance, the salary range listed for consumer circulation managers with three to five years' experience was \$32,000 to \$40,000 in the 1983 guide; in the 1984 guide, the range is \$34,000 to \$40,000.

This year, the study included, for the first time, magazine fulfillment managers. Such a manager with more than five years of experience can expect to make between \$32,000 and \$35,000 at most firms and about \$39,000 at leading firms, the study found.

Figures for the guide were derived from discussions with employers, from interviews with professionals in the field and from recruitment searches done by Crandall Associates.

Crandall stressed that the salaries listed represent the average ranges, and that there are exceptions. He noted that his firm recently placed a circulation director at a multiple magazine trade publisher at a salary of \$75,000 a year.

Salaries can vary based on such factors as the job's actual responsibilities, the location of the company and the company's reputation. The study also does not include perquisites such as company cars or bonuses awarded for outstanding performance.

Crandall said prospective employers usually have to offer a higher salary than those listed to get a prospect to leave his or her current job.

"An employer trying to recruit these people will find they want an increment of 20 percent to move," he explains.

The study is available free to publishers, company presidents and personnel officers, and to candidates who supply their resume and base salary. Crandall is located at 501 Fifth Avenue, New York, N.Y. 10017.

15 magazines overstate circulation

Fifteen magazines, including one from France, overestimated their circulations by 2 percent or more, according to reports released by the Audit Bureau of Circulations (ABC) during the first quarter of 1984. The reports compare ABC magazine audits with publishers' statements, and list instances where the differ-

ence is at least 2 percent either way.

Air Progress overestimated its circulation by the highest percentage (8.18 percent) of the 15 magazines. A total of five magazines overestimated circulation by over 5 percent. One publication, *4 Wheel & Off-Road*, underestimated its circulation by 3.07 percent.

Magazine	Audit period	Total paid (publisher's statements)	Total paid (audit report)	Difference	Percentage difference
United States					
<i>Air Progress</i>	12/31/82	115,934	106,454	- 9,480	- 8.18
<i>Black Enterprise</i>	12/31/82	250,446	239,442	- 11,004	- 4.39
<i>Electronic Games</i>	6/30/82	166,383	161,088	- 5,295	- 3.18
<i>*Financial World</i>	12/31/82	103,003	95,013	- 7,990	- 7.76
<i>**Gourmet</i>	12/31/82	634,923	611,892	- 23,031	- 3.63
MacFadden					
Women's Group	12/31/82	2,577,371	2,496,240	- 81,131	- 3.15
<i>Magazine Antiques</i>	6/30/83	57,600	55,963	- 1,637	- 2.84
Petersen Marine					
Group	12/31/82	143,595	139,960	- 3,635	- 3.53
<i>Playgirl</i>	12/31/82	673,445	650,605	- 22,840	- 3.39
<i>Rudder</i>	12/31/82	45,851	43,547	- 2,304	- 5.02
<i>Time Latin</i>					
America	12/31/82	125,582	117,971	- 7,611	- 6.06
<i>Venture</i>	6/30/82	178,029	168,158	- 9,871	- 5.54
<i>Video</i>	6/30/83	186,355	182,254	- 4,101	- 2.20
<i>Washington</i>					
<i>Journalism Review</i>	6/30/83	19,340	18,526	- 814	- 4.21
France					
<i>*** Al Mostakbal</i>	12/31/82	63,060	61,428	- 1,632	- 2.59
United States					
<i>4 Wheel & Off-Road</i>	12/31/82	213,297	219,838	+ 6,541	+ 3.07

**Financial World* was owned by Macro Communications until May 2, 1983, when it was purchased by Financial World Partners.

***Gourmet* was owned by Gourmet, Inc. until November, 1983, when it was purchased by the Conde Nast Publications Inc.

****Audit covered six-month period.*

SOURCE: AUDIT BUREAU OF CIRCULATIONS

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already doing the latter, because the American Paper Institute (API) reports that paper output for 1983 was slightly higher than API had originally forecast, according to a spokesman.

Production department, not editorial, should control costs of art

Chicago—Production costs are any expense tied directly or indirectly to the manufacture of a publication—including the costs of editorial art and those who produce it—and should be under the production manager's control.

This was the heart of a somewhat startling, if convincing, presentation on production management and cost control in a workshop during FOLIO: Chicago—The Midwest Publishing Conference & Exposition, by Michael Scheibach, vice president/director of operations of Globecom Ltd., publishers of *Television/Broadcast Communications*.

"Effective production management begins with the overall organization of the company," Scheibach asserted. The production manager should have the authority to control all editorial artwork, including the costs of artists, cartoonists, photographers, and should be in a position to override the editor on the amount and nature of the editorial material, even in cover selection. "We can always go elsewhere," he pointed out.

Production managers should also have control over some "indirect costs," relating to circulation, promotion and advertising.

Under circulation, he listed fluctuations in press run (subscriber base, promotional copies, show copies, newsstand), and renewal efforts (subscription cards, wraparound covers) as causes of expenses that should be under the production manager's control.

In the promotion area, he listed costs for special promotions for specific issues, such as show issues, and inserts involving four-color separations in promotional copies.

On advertising, the indirect costs involve the requirements for special inserts or advertising sections, as well as special positions for advertisers.

The direct costs he listed were more traditional: typesetting, art/photo, pasteup (page composition), pre-press, printing, paper and shipping and handling.

Scheibach also provided a list of tips for production managers for controlling their costs.

- Explore the use of lighter paper.
- Minimize four-color editorial.
- Keep up to date on your printer's equipment.
- Understand what constitutes a

Salaries of Women in Production Inc. members

Job category	Number of cases	Mean salary	Median salary
magazine ad production (non-supervisory)	17	\$19,524	\$20,000
book production	13	\$22,938	\$19,400
magazine editorial production	19	\$23,168	\$22,500
promotion	20	\$26,645	\$23,500
magazine ad production (supervisory)	28	\$26,307	\$26,000
agency and design production	19	\$26,453	\$27,000
quality control, purchasing and manufacturing	25	\$33,984	\$31,000
sales	28	\$39,823	\$34,000
general management	12	\$44,625	\$44,000
miscellaneous	12	\$33,342	\$25,900
total	193	\$29,778	\$26,000

SOURCE: WOMEN IN PRODUCTION INC.

"cost effective" imposition—"one 32-page form is not always more efficient than two 16-page forms."

• Hire a competent, professional staff that knows how to prepare both advertising and editorial material.

Women in production average salary up 26% since 1982

New York City—A recent survey conducted by Women in Production Inc. (WIP), found that the average annual salary of the professional group's members was \$29,778—up 26 percent from the average of \$23,580 recorded in a similar, but less detailed, survey conducted two years ago.

Marsha Hoffer, production manager at Weiss/Watson Inc. and the chair of the association committee that ran the latest survey, credits the increase, which is substantially above the rate of inflation, to the fact that more women have been moving up the management ladder in recent years.

"Women in production are taking more risk-oriented jobs, and those jobs tend to pay better," she says.

The 30-question survey was mailed to about 400 WIP members in December 1983; by January, 195 responses were mailed back. All but three of the respondents were female.

Almost all of the association's members live in the greater New York metropolitan area.

Of those who completed the survey, 49 percent worked for magazines, 13 percent for printers, 9 percent for book publishers, 5 percent for advertising agencies and the rest for such businesses as paper companies, corporate print purchasing firms and type houses.

Job titles listed included owner, 2 percent; president, vice president or director, 12 percent; manager, 34.5 per-

cent; supervisor or coordinator, 12.5 percent; assistant, 10 percent; sales account executive, 15 percent; freelance, 1 percent; and "other," 13 percent.

The highest-paying job categories, based on 193 responses to these questions, were general management, with an average annual salary of \$44,625, and sales, with an average salary of \$39,823. The lowest-paying jobs were in book production, where the average salary was \$22,938, and non-supervisory magazine ad production, where the average salary was \$19,524.

Asked where they received the majority of their job training, 42 percent said on their current job, 39 percent on their previous job, 9.2 percent in school, 6.3 percent in seminars, 3 percent in night courses and 0.5 percent "other sources."

College degrees were held by 64 percent of the respondents, and more than 12 percent had graduate school degrees.

New proofing system available to gravure publishers from 3M

St. Paul, Minn.—Now there is a choice of proofing tools available to publications using half-tone gravure, according to industry experts.

The new 3M Matchprint for Gravure proofing system was introduced by the company at the Gravure Technical Association's annual meeting in April in New York City.

Previously, the only major proofing system available to the growing number of half-tone gravure publications was Du Pont's Cromalin system, which uses colored toner powder supplied in cassettes.

The 3M system, which can be run on the same Matchprint equipment used for offset proofing, utilizes special

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AUGUST 1984

THE MAGAZINE FOR MAGAZINE MANAGEMENT



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- Auditing your printing invoice
- Are paper contracts paper tigers?

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The art of
descriptive writing
- How media buyers think

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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Management

41 state editions used by *Fins and Feathers* to lure readers and ads... Magazines both suppliers and users of new full-text on-line system. Page 11.

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Cahners creates workbook to determine ad budgets by formula. Page 27.

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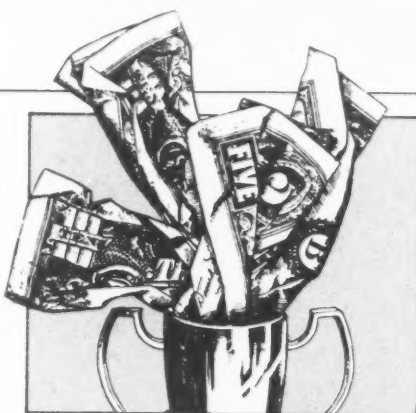
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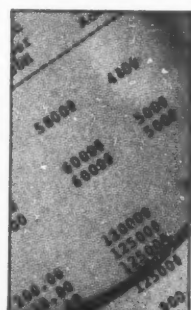
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Auditing your printing invoice

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Editorial

Magazine freelance policies vary widely, *Writer's Digest* reveals

Cincinnati—Policies magazines follow in handling freelance writers vary widely, but analysis of a ranking of consumer magazines by *Writer's Digest* in its *Writer's Yearbook '84* can give a publisher an idea of how his or her publication stacks up against the competition.

In their third annual effort, the editors of *Writer's Digest* mailed questionnaires to several hundred publications. Each answer was assigned a number of points. Answers considered favorable to writers received more points than answers that were not seen as favorable.

The digest totaled the points to determine the best 100 markets for freelancers. The top 100, all consumer magazines, are listed in the yearbook along with their answers to 25 different questions and *Writer's Digest's* ratings of their "TLC" (tender loving care) of writers and their "prestige" in the eyes of writers.

FOLIO's analysis of the listing shows the following:

- Among the 99 of the top 100 publications that answered the questions, the average minimum word rate is 37.3 cents a word and the average maximum is 73.2 cents a word. The lowest minimum was *Moody Monthly's* five cents a word and the highest minimum was *McCall's* \$1.25 a word. The lowest maximum was paid by *Grit*—12 cents a word—and the highest maximum was the \$2.50 a word paid by *Parade*.

- Asked whether they pay an author on acceptance of an article, 91 publications (including every one of the top 10) answered "yes." One magazine answered "usually," and five said either "varies" or "sometimes." One answered "50 percent" and two said no money was paid on acceptance.

- Seventy-nine of the publications said they paid authors' expenses. Two paid "generally" or "usually," 13 answered "varies" or "sometimes," two paid "modest" or "some" expenses, one "rarely" paid expenses and three magazines never paid expenses. Every one of the top 10 magazines paid for their authors' expenses.

(Continued on page 25)

Writer's Digest top 10 markets for freelance writers

Rank	Publication	Minimum word rate	Maximum word rate	Kill fee	Author sees galley usually
1	<i>McCall's</i>	\$1.25	\$1.75	20%	usually
2	<i>Travel & Leisure</i>	30*	80*	25%	always
3	<i>Reader's Digest</i>	95*	\$1.15	\$500	usually
4	<i>Mademoiselle</i>	60*	75*	25%	no
5	<i>New York</i>	35*	\$1.00	\$150 min.	always
6	<i>Parents</i>	\$1.00*	\$1.00*	16.5% to 25%	usually
7	<i>Woman's World</i>	20*	50*	negotiable	no
8	<i>Signature</i>	50*	\$1.00	25%	always
9	<i>Science Digest</i>	50*	50*	25%	usually
10	<i>Sport</i>	50*	\$1.00	25%	on request

*—ESTIMATED

SOURCE: WRITER'S YEARBOOK 84

Time computer improves quality of pictures taken from videotapes

New York City—Time Inc. is experimenting with a computer system that enhances the color images in videotape and makes still photographs taken from the tapes much more suitable for use in magazines.

Time executives hope that the Dainippon Video Imaging System will soon be used by most of the company's magazines to take photographs from videotapes supplied by the television networks. *People* is already using the system to take photographs of music videos that run on MTV, the cable music station. The television networks currently provide the tapes for free and receive a photo credit in the magazine in return.

"I don't see video replacing still photographs in our magazines," says Robert Dougherty, pre-press design director. "But I can see the time where, for speed purposes, magazines will send photographers out with video cameras instead of still cameras. A video camera records thousands of images, not just 10 rolls of film."

The advantage of using video pictures is that they can be transmitted quickly via satellite, and that television camera crews frequently cover events that still photographers do not.

"We did some experimenting with the recent space shuttle flight," says Dougherty. "We were able to get video pictures the same day as they were taken. We had to wait for the still photographs until the shuttle landed."

The quality of the video pictures is not as good as still photographs, but much better than the video pictures that are taken by snapping a photograph of a television monitor, which is still done in many places, he says.

The Dainippon system works this way: A photo editor or art director reviews a videotape on a monitor and freezes the frame that he or she wants to print. The computer produces a read-out of the color ranges in digitized form and enhances the colors as needed. A camera mounted in the system records the image, one color at a time, and exposes it on Ektachrome film.

Time will experiment with the system until next spring. The system would cost about \$230,000 to purchase, Dougherty said.

Publisher gives cash awards to outstanding editorial employees

New York City—Usually, editorial employees who perform outstanding work can hope for a plaque and a nice certificate, but not for the kind of cash rewards their coworkers in ad sales can bank on.

members, but members will still have to pay a monthly storage fee and the hourly usage fee.

CPA membership information can be obtained from Barry Bayer, CPA secretary, P.O. Box 1506, Homewood, Ill. 60430.

CRMA to conduct editorial awards contest

New York City—Starting at its annual conference in the spring of 1985, the six-year-old City & Regional Magazine Association (CRMA) will give out awards honoring editorial and design work published in its member magazines.

Ray Nordstrand, publisher of *Chicago* and president of CRMA, said the association board of directors decided to start an awards program because it was felt that editorial work was not getting the recognition it deserved.

"We concentrated on matters of sales, management and circulation, but the thing we're most proud of is the high quality of our editorial and design," Nordstrand says.

The awards will be conducted in cooperation with the William Allen White School of Journalism and Mass Communications at the University of Kansas and will be given out in five design and five editorial categories. To be eligible for the 1985 competition, entries must be published between November 30, 1983 and November 30, 1984 and must be submitted for judging by December 14, 1984.

Inquiries can be addressed to Professor Sharon Bass, The University of Kansas, School of Journalism, Lawrence, Kansas 66044.

Register of Indexers lists 320 practitioners

The 1983-84 edition of *Register of Indexers*, published by the American Society of Indexers, contains the names of 320 of the society's working members along with their addresses, telephone numbers and type of services offered.

Arranged alphabetically by name, the register also includes indexes listing the indexers by state, by related services, by type of material indexed and by subject specialty.

The American Society of Indexers is a non-profit organization for freelance and salaried indexers, librarians, editors, publishers and organizations employing indexers. It claims over 500 members.

The 26-page, soft-cover register costs \$5 for society members (\$10 for non-members) and can be ordered from Publication Sales Office, American Society of Indexers, 235 Park Avenue South, 8th Floor, New York, N.Y. 10003.

Top 100 freelance markets

(Continued from page 22)

•There were 28 different answers given by the top 100 to a question on how large a kill fee was paid to authors. Most frequently given answers included 25 percent of the originally agreed on purchase price, 21 magazines; 20 percent, 15 magazines; 50 percent, 14 magazines; 33 or 33.3 percent, 10 magazines; 100 percent, three magazines; \$200, three magazines; and "negotiable," three magazines. Only one magazine surveyed never pays writers a kill fee.

•There also were a large number of different answers to a question as to what rights the publications claimed when they bought articles. All rights were claimed by 24 magazines; first North American rights were also claimed by 24 magazines; while "first," "first worldwide" and "first and other" rights were claimed by 19 magazines. Sixteen magazines said the rights claimed vary and 12 magazines said they claim one-time rights.

•There were 24 magazines where authors were always shown galleys, 23 where they were usually shown, 26 where they are sometimes shown, two where they are shown on request, one where they are rarely shown and 24 where they are never shown.

People

Robert Wallace to managing editor, *Rolling Stone*, from senior editor, *Newsweek*.

Oliver S. Moore, III to editor, *Science Digest*, from editor, Hearst Magazine Development Group.

Scott DeGarmo to editor in chief, *Success*, from editor, *Science Digest*.

Pat Pollack to managing editor, Meredith Publishing Services, from senior furnishings editor, *Better Homes and Gardens*' special interest publications.

Kathleen Crighton to editor, *Pension World*, from technical editor, *Strategic Petroleum Reserve Program*.

Maria Mangieri, to editor, *Business Education World* and *Technical Education News*.

Betsy Nolan Sandberg to national sales manager, *Connoisseur*.

Ron Alridge to editor, *Electronic Media*, from managing editor.

Peter Easton to managing editor, *Mechanix Illustrated*, from copy chief, *Popular Mechanics*.



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awareness, and says "awareness leads to brand preference—just look at IBM."

Family Weekly, Parade offering advertisers joint couponing vehicle

New York City—Parade and Family Weekly have joined hands in selling a new advertising and couponing vehicle that will occupy the four center pages in the two national Sunday newspaper magazine supplements.

The innovative program, called SMART, for Sunday Magazine Advertising Response Team, will make its debut on October 21. Each four-page section will comprise eight horizontal half-page ads, plus a 6-by-20-inch fold-down flap containing 10 coupons.

An ad-and-coupon unit will cost an advertiser \$205,654 for Parade and Family Weekly's combined circulation of more than 37 million at a cost per thousand of \$5.53. A SMART unit in Parade alone costs \$135,254, and in Family Weekly alone, \$70,400. As there are eight half-pages and 10 coupons available, the additional two coupons are being offered on a first-come, first-served basis for \$64,428.

The October 21 section will be the only one this year, because of pre-allocation of promotional monies, but there are 11 sections planned for 1985.

Closing for the SMART sections will be four weeks prior to the usual closing dates for each Sunday magazine—for example, August 10 for the October 21 section. SMART will be printed by Parade Publications, Inc., which also prints Family Weekly and other Sunday magazines.

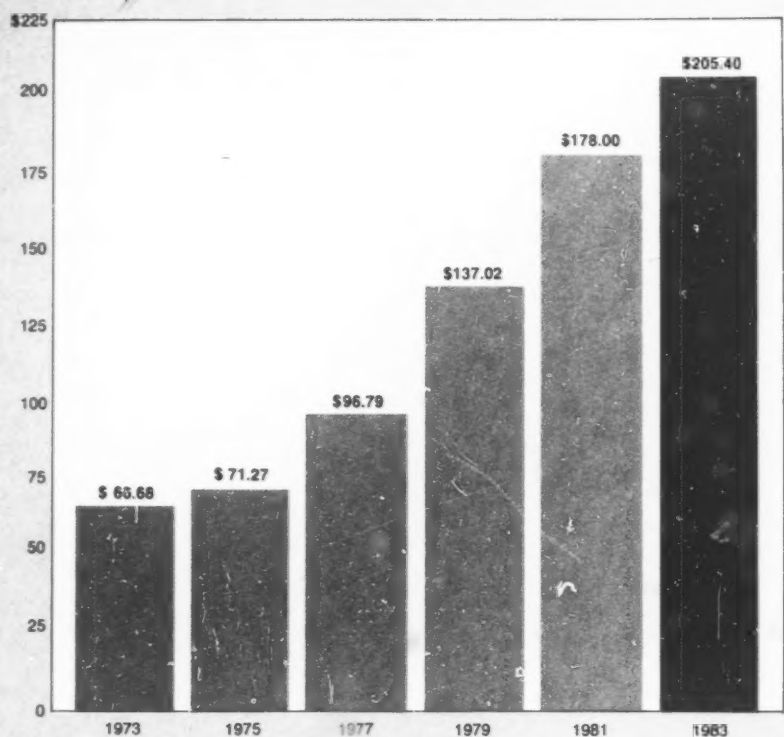
BPA's Foley questions \$750-million spending in unaudited magazines

Chicago—Joseph B. Foley, president of the Business Publications Audit of Circulation (BPA), challenged advertisers and agencies to take a hard look at why 30 percent—or \$750 million—of business-to-business advertising money was being spent in unaudited publications.

For publishers, who compose over half the BPA membership, the message was quite different, however. It raised questions about the necessity of being audited to sell ads.

Foley raised the issue in delivering his report to the membership at BPA's annual conference, at the Hyatt Regency. He noted that, of the \$2.5 billion spent last year in business-to-business advertising, 70 percent was spent in audited publications, but the rest was spent in publications that offered sworn statements instead of audited figures.

Cost of industrial sales call reaches \$205.40



Source: McGraw-Hill Research

The average cost of an industrial sales call reached an all-time high of \$205.40 in 1983, according to a survey of industrial sales managers by McGraw-Hill Research. This is 15.4 percent higher than the average cost reported in 1981.

"Advertisers and agencies," he said, "must decide if this is the way their company's and/or client's money should be spent. Buyers must take a hard look at their advertising investments."

Foley also noted that the number of advertiser and agency members in BPA had grown significantly since the 1983 annual conference—advertisers from 277 to 292 and agencies from 361 to 410. At the same time, he reported, the publication membership had passed the 1,000 milestone to 1,020, up from 950 last year.

Selling costs rising faster than ad costs, McGraw-Hill reports

New York City—The cost of advertising has risen considerably more slowly in the last 10 years than has the cost of personal selling, and even more slowly than the consumer price index.

This case for advertising emerged from a new study that showed the average cost of an industrial sales call rose to \$205.40 last year. The biennial study

was conducted by McGraw-Hill Research's Laboratory of Advertising Performance (LAP).

The 1983 figure represents a 15.4 percent increase over that of 1981, when it cost an average of \$178 for a company selling industrial products or services to have a sales representative make a personal call. The increase, however, was only about half of what it was in the previous two-year period, according to David Forsyth, McGraw-Hill's vice president, research.

Going back over a 10-year period, Forsyth noted that the cost of personal selling has increased 208.1 percent, while advertising has increased just 114 percent. The consumer price index rose 124.2 percent.

"The sales cost spiral slowed somewhat in the past two years, as the inflation rate came down," Forsyth says. "Moreover, industrial companies had firmer control over the sales expenses during the recession period." He noted that when the study was first conducted in 1942, the average industrial sales call cost was \$9.02—it has risen 2,177 percent.

Publishers: Prepare to work harder to justify ad spending

Chicago—Marketers should be planning today, in good times, for the inevitable bad times ahead, according to Tom Clark, president of BBDO Inc. He called on advertising agencies not to be excessive in budget requests and on publishers to work harder than ever to justify advertising investments.

Clark was sounding the keynote, "The Challenge of Good Times," at the annual conference of the Business Publications Audit of Circulation, Inc. And that challenge, he said, "requires a tripartite effort on the part of the advertiser, the advertising agency and the media to use this grace period, the breathing space granted to us by business on the upswing of the cycle, to mitigate the changes that will surely come—some of which, whether we like it or not, will be negative events."

He counseled that every marketer should examine a strategy to be put in place in the event of a downturn—"to be

shouldn't be backing up a Brink's truck to the treasury when times are good."

Clark told the audience of nearly 400 advertiser, agency and publication personnel that he believes that the business press has the greatest responsibility in the challenge of good times. He then proceeded to list the ways in which the business press must meet this challenge.

- "By keeping us informed. By keeping all of your constituents on the leading edge of your respective areas of expertise. By damning the unacceptable and inferior and applauding the superior.

- "By being a fair watchdog on business but not hounds of honest error.

- "By being the conscience of business with straight, no-punches-pulled editorials on business and businesspeople.

- "By telling American business what we must know, not what we wish to read.

- "And most importantly, by using the eyes and ears and intellect of expert reporters to dig into the future, to help us all see what's ahead, to help American business scrape away the uncertainty which clouds future trends."

Microcomputer magazine ad pages

First quarter comparison

Publication	1983	1984	%chg
<i>80 Micro</i>	649	380	-41
<i>Business Computer Systems</i>	213	293	+38
<i>Byte</i>	992	940	-5
<i>Classroom</i>	84	103	+23
<i>Compute!</i>	371	268	-28
<i>Computers & Electronics Creative Computing</i>	202	133	-34
<i>inCider</i>	533	423	-21
<i>InfoWorld</i>	240	283	+18
<i>Interface Age</i>	562	577	+3
<i>Microcomputing</i>	229	123	-46
<i>PC</i>	226	110	-51
<i>PC Age</i>	926	1,270	+37
<i>Personal Computing</i>	150	204	+36
<i>Popular Computing</i>	520	538	+3
<i>Softalk</i>	270	334	+24
<i>Softalk/PC</i>	433	405	-6
	174	314	+80

SOURCE: ADSCOPE

Others on the significant down side were *80 Micro*, off 41 percent; *Interface Age*, off 46 percent; and *Computers & Electronics*, off 34 percent.

By far the largest publication in terms of ad pages for the quarter was *PC*, with 1,270. *Byte* was second (off 5 percent), with 940, and third was *InfoWorld*, with 577 (up 3 percent).

In reporting on the ad-space race, Sheila Clarke, Adscope's vice president of marketing, noted that some publishers no longer feel it necessary to continue ad page growth in competition with others, and that in fact some are controlling ad volume by increasing page rates.

Business-to-business advertising is seen lacking consumer edge

Chicago—Business-to-business advertisers are playing "catch-up" to consumer advertisers and still have much to learn from them about effective marketing.

This was the consensus of a panel of "experts" at the annual conference of the Business Publications Audit of Circulation, Inc. The issue was approached from the client, media, creative and account management points of view.

A key problem raised was the need to get top management more involved in business-to-business advertising programs. "It has to become more important to our companies," said Robert F. Lauterborn, director, marketing communications and corporate identity of the International Paper Company, who mod-



A call for publishers and advertisers to plan ahead in good times for future bad times was sounded by Tom Clark (right), president of BBDO. With him at BPA's annual conference is Joseph B. Foley, the association president.

judiciously implemented if and when conditions dictate, and to be used in place of the time-worn and easy solution of stopping the advertising, which is not a solution, but an absence of strategy.

"Advertising cannot be turned on and off like a faucet," he continued. "That's why marketers should look beyond the historical annual budget process and invest in primary advertising campaigns two and three years out."

Agencies, too, he said, should be planning two or three years ahead, and made to justify the plans by demonstrating the efficacy of past programs. And, he added, "if the agency is to make a case for advertising on at least a maintenance level in bad times, then it

Microcomputer ad pages down 1% in first quarter

Goldendale, Wash.—Numbers of advertising pages in microcomputer magazines varied widely in the first quarter, with *Softalk for the IBM PC* up 80 percent over the 1983 first quarter, and *Microcomputing* off 51 percent. Overall, however, in 17 publications, pages were down a mere 1 percent.

According to Adscope, Inc., an advertising tracking company, other big gainers were *Business Computer Systems*, up 38 percent; *PC*, up 37 percent; and *Personal Computer Age*, up 36 percent.

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SEPTEMBER 1984

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Folio 4000 PREVIEW

A Per Copy Analysis of Magazine Performance

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Management

Pre-tax profits reach 10.89% in 1983, MPA/PW survey reveals... Supreme Court keeps restrictions on use of currency in graphics. Page 5.

Production

Study finds makeready and run waste can cost as much as labor. Paper use jumps 8% with strong economy. Page 20.

Circulation/Subscription

Compliance problems with 2nd-class change offset by advantages... Airline deregulation has mixed effect on publishers who air-ship. Page 32.

Circulation/Single-copy

Magazine selling chain needs restoration of 'Mom & Pop' stores... Bartles tells publishers to 'holler' if they don't get data fast. Page 44.

Advertising Sales

Double, triple commissions suggested for over-achievers... Enterprising publisher turning \$20,000 profit on reader-service cards. Page 48.

Magazine Watch

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Editorial Workshop

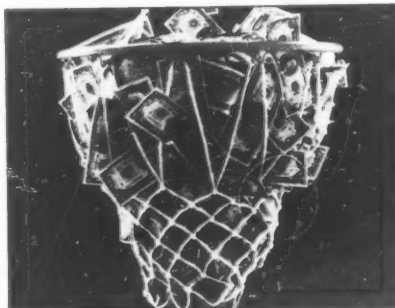
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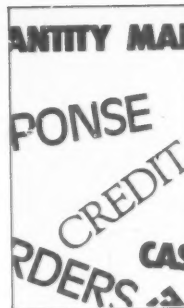
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Management

Pre-tax profits reach 10.89% in 1983, MPA/PW survey reveals

New York City—Average magazine pre-tax operating profits as a percentage of revenues reached 10.89 percent in 1983, up from the 8.76 percent recorded in 1982, according to the Magazine Publishers Association/Price Waterhouse Survey. Figures were submitted by 154 publishers in the 1983 survey, compared with 192 in 1982.

Assuming corporate taxes of 46 percent, the survey finds net income for the participants in 1983 was 5.88 percent. This also is up from the 1982 figure, in which net income was 4.7 percent.

For the first time, the survey shows, more than 50 percent of the respondents' revenues were contributed by circulation, rather than by advertising. According to the survey, 49.87 percent of the publishers' 1983 revenues were derived from advertising, and 50.13 percent from circulation. In 1982, net advertising revenues contributed 50.19 percent to total revenue and circulation contributed 49.81 percent.

It should be noted that the revenue recorded from advertising is net advertising—that is, after agency discounts are deducted—whereas the circulation revenue tallied is gross revenue, without any discounts taken out.

Gross subscription revenues rose very slightly in 1983, to 33.70 percent (from 33.32 percent in 1982), while the percentage of total revenue contributed by gross single-copy sales was almost unchanged, 16.43 percent in 1983 compared with 16.49 percent in 1982.

Total magazine costs dropped in 1983, to 89.11 percent of total revenues, thus permitting the 10.89 percent of pretax operating profit. In 1982, total magazine costs were 91.24 percent of total revenues, and in 1981, they were 91.03 percent.

Advertising, circulation and editorial costs continued to increase slightly in 1983 compared with 1982, although manufacturing and distribution expenses, other operational costs and administrative costs all showed declines for the year.

(Continued on page 17)

Summary of responses to MPA financial surveys, 1981-1983

(Amounts expressed as a percentage of total magazine revenues)

	1981	1982	1983
Total number of magazines reporting	170	192	154
Revenues			
Net advertising revenues	51.08%	50.19%	49.87%
Gross subscription revenues	33.30	33.32	33.70
Gross single-copy revenues	15.62	16.49	16.43
Total magazine revenues	100.00%	100.00%	100.00%
Costs			
Advertising expenses	8.21%	8.80%	9.15%
Circulation expenses	24.58	24.74	25.06
Editorial costs	7.75	8.24	8.40
Manufacturing and distribution expenses	41.07	39.51	36.91
Other operational costs	2.66	3.37	3.27
Administrative costs	6.76	6.58	6.32
Total magazine costs	91.03%	91.24%	89.11%
Operating profit (before taxes)	8.97%	8.76%	10.89%

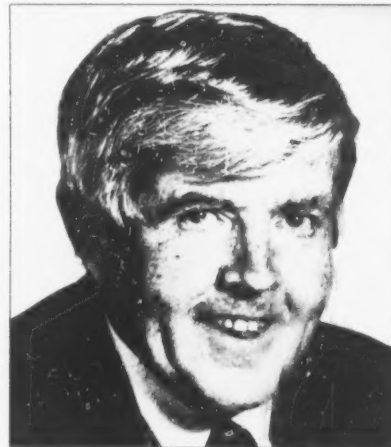
SOURCE: PRICE WATERHOUSE/MAGAZINE PUBLISHERS ASSOCIATION

Supreme Court keeps restrictions on use of currency in graphics

Washington, D.C.—With a nod toward the First Amendment, the U.S. Supreme Court eased the rules concerning the depiction of currency or U.S. securities by publishers. But because the Court reaffirmed restrictions on using actual size and color photographs of currency, the ruling is not likely to send publishers rushing to print pictures of money, according to legal experts. It may, however, leave open to challenge a similar law forbidding advertisers to portray currency.

The Court, in ruling on a challenge to currency reproduction rules brought by Time Inc., said that the publisher's purpose in showing pictures of money was irrelevant. In so doing, the Court threw out a section of the disputed Federal law, intended to control counterfeiting, that banned prints, photographs or impressions of U.S. currency or securities, except for "philatelic, numismatic, educational, historical or newsworthy purposes," on grounds that the limitations collided with freedom of speech and of press.

But the Court left intact a require-



New columnist: page 153

In this issue, Walter Joyce, a consultant to publishers in the areas of marketing and promotion, begins a new column on sales promotion. Joyce had been senior vice president for promotion at *Playboy*, and has also served as promotion director of *The Saturday Evening Post*, *Psychology Today*, *Careers Today*, *Intellectual Digest*, *Games*, and *Fortune*.

jury awards against losing media companies averaging more than two million dollars.

With a libel suit costing from \$300,000 to \$400,000 to litigate, according to one attorney, the ramifications of ordering a plaintiff who brings a questionable suit to pay the other party's costs are powerful. But the legal weight against such a sanction is also substantial—thus the narrow chance of success.

"In British law, it's the prevailing practice for the winning party to get attorney's fees. The American tradition is not to allow that except in extreme cases," says Henry Kaufman, general counsel of LDRC. "The American tradition is also very strict in limiting cases where a successful defendant can turn around and sue the plaintiff for bringing the case"—as when a publisher countersues a plaintiff on grounds that the libel claims were meritless.

"The chances of a defendant obtaining legal fees are very small," seconds Robert Sack, an attorney with Patterson, Belknap, Webb & Tyler, who is experienced in press law. "The courts are interested in keeping doors open for people filing complaints. They're afraid that if people may have to pay fees, they won't file complaints."

A number of media companies have sought such remedies in recent years, Kaufman said, but few have been successful. Time Inc. did receive a monetary settlement of attorney's fees in 1980, after successfully defending itself against a libel suit brought by Synanon. Time's award, however, was based on alleged abuses of the judicial process by Synanon during litigation, rather than on the actual merit or frivolity of the libel suit.

Dow Jones was granted \$50,000 in partial attorney's fees after winning a non-libel suit brought against *Barron's*, a financial weekly. The suit charged that *Barron's* had leaked advance word of a negative story about a company to investors. The trial judge dismissed the case in 1978 for lack of merit and said Dow Jones could seek attorney's fees from the losing party. The decision was upheld last year on appeal, although the appeals court set a rigorous test for finding the suit meritless.

Although the *Barron's* decision did not involve allegations of libel, Ed Smith, an attorney specializing in press law, said it could have implications for a libel action because it pertained to something that had been published.

The consensus among media lawyers contacted by FOLIO was that, for a publisher to collect attorney's fees, the conduct by the suing party would have to be particularly egregious or the charges exceptionally frivolous.

"What we need are a couple of cases where a frivolous libel suit is

brought and a judge gets courageous, does some pioneering in the law and says it's time to put a stop to litigants bringing malicious libel suits," says Johnston.

Until that turning point comes, "merely a good, vigorous defense may do something to dissuade the filing of suits," concludes Sack.

MPA/PW survey

(Continued from page 5)

Assessing operating profits as a percentage of revenue by magazine category, the category with the highest percentage, 13.26 percent, was the over-two-million-copy circulation group, surpassing the weekly/biweekly category, which has had the highest percentage in the past. The weekly/biweekly category was right behind the two-million-copy category in profit as a percentage of revenue, with 13.02 percent. Both figures were higher than the percentages recorded for these two groups in 1982, however, when the two-million-copy category had an 11.31 percent pretax profit and the weekly/biweekly category had 11.64 percent.

The category with the poorest pretax operating profit performance in 1983 was the 250,000 to 500,000 circulation group, registering a 4.05 percent operating loss. This was slightly better than the 5.94 percent operating loss this group showed in 1982, however.

Analyzing pretax profit by annual advertising revenue categories, the group with the highest percentage of profit was that with \$10 million to \$20 million in ad revenues, with a 12.77 percent of profit. This category was closely followed by the over-\$20-million group, which had a 12.15 percent profit

rate as a percentage of revenues. The group with the poorest percent profit showing was the one million-dollar to two million-dollar ad revenue category, which registered an 8.45 percent pretax operating loss as a percentage of revenue.

Briefs . . .

Much interest in buying *Billboard Publications, Inc.* is being expressed by big companies, according to an executive at Morgan Stanley & Co., the investment banking firm handling the sale. "The company is being looked at by very large corporations—some magazine publishing companies and some multinational Fortune 500 companies," the source says. "There is no one typical potential buyer." *Billboard* is "doing well and is becoming very important with its diversification into video," he adds. The only reason the company is being sold, he said, is that the president, William Littleford, is retiring. The Littleford family owns most of the company. Some top executives also have ownership. Along with *Billboard* and a related informational network, the company owns *American Artist*; *Musician Magazine*; a trade magazine group that includes *Photo Weekly*, *Interiors* and *Amusement Business*; and a book publishing unit with book clubs. Morgan Stanley also handled the sale of *U.S. News & World Report* to Mortimer Zuckerman.

Emilio Filippi, founder and director of *Hoy* magazine, of Santiago, Chile, was named International Editor of the Year by *World Press Review*. The award, presented annually since 1975, honors

Pre-tax operating profits (losses) in 1983 (as a percentage of total magazine revenues by magazine category)

Less than 250,000	250,000- 500,000	500,000- 750,000	750,000- 1,000,000	1,000,000- 2,000,000	over 2,000,000	Weekly/ bi-weekly	Not-for- profit
9.54%	(4.05%)	7.40%	9.49%	9.66%	13.26%	13.02%	8.58%

SOURCE: PRICE WATERHOUSE/MAGAZINE PUBLISHERS ASSOCIATION

Pre-tax operating profits (losses) in 1983 (as a percentage of total magazine revenues categorized by annual advertising revenues)

Under \$1 million	\$1- to 2- million	\$2- to 4- million	\$4- to 10- million	\$10- to 20- million	Over \$20 million	Not-for- profit
.92%	(8.45%)	1.32%	7.79%	12.77%	12.15%	8.58%

SOURCE: PRICE WATERHOUSE/MAGAZINE PUBLISHERS ASSOCIATION

more you work in a place, it seems, the less your aesthetic judgment is trusted," Paul concluded.

•Don't cry "wolf" too many times. Paul said this is important to remember because artistic people are traditionally considered to be especially temperamental. He advised that art directors and other art-oriented staff members not argue every little point, but save their arguments for matters they consider important.

•Don't present a lot of ideas for, say, a cover, and don't present ideas you're not willing to use. Paul said sometimes an art director presents a cover idea he really likes along with an idea he figures is so bad the superior will have to pick the cover the art director prefers. Paul said that sometimes this strategy backfires, and the superior picks the bad cover.

(See *Point of View*, "Art/editorial: Promoting a team spirit," page 180, this issue.)

Paper use jumps 8% with strong economy, MPA study reveals

New York City—Publishers report a hefty increase in paper usage for 1984, according to a recent Magazine Publishers Association (MPA) survey, reflecting the expansive economy and strong advertising sales that have fueled the domestic paper crunch.

The 83 publishers surveyed said they expected to use about 1,480,000 tons of paper in 1984, 8 percent more than the 1,369,000 tons used during 1983 and well above the average expected paper use growth rate of 2 percent to 4 percent. For 1985, the publishers projected that paper usage would increase to 1,540,000 tons, a 4.7 percent increase from the 1984 tonnage.

Publishers contacted by FOLIO said their paper usage was in line with the increases reported in the MPA survey. "There's a good advertising climate, and if it keeps booming, as people seem to think it will, that means larger books and more paper," according to one executive.

"By and large, our increase in paper usage is advertising-driven," says Peter Diamandis, president of CBS Magazines. He said the company's advertising and editorial pages are up 6 percent overall, on par with 1984's 5.5 percent increase in paper usage at CBS. Within the stable of CBS publications, certain "star" magazines, such as *Audie*, *Cuisine* and *Road & Track*, were responsible for much of the increased advertising, while others were "just holding their own," he says.

At McGraw-Hill, 1984 paper usage will exceed the 8 percent rise re-

MPA paper survey 1984

	1983 (actual)	1984 (projected)	% change from previous year	1985 (projected)	% change from previous year
Total tonnage	1,369,596	1,479,767	+8.0%	1,549,230	+4.7%
Coated/uncoated					
Coated					
Groundwood	1,012,786	1,100,706		1,159,748	
Free	130,936	139,667		145,043	
Total	1,143,722	1,240,373	+8.5	1,304,791	+5.2
Uncoated					
Groundwood	200,829	214,077		219,343	
Free	25,045	25,307		25,096	
Total	225,874	239,384	+6.0	244,439	+2.1
Groundwood/free					
Coated	1,012,786	1,100,706		1,159,748	
Uncoated	200,829	214,077		219,343	
Total	1,213,615	1,314,783	+8.3	1,379,091	+4.9
Free					
Coated	130,936	139,667		145,043	
Uncoated	25,045	25,307		25,096	
Total	155,981	164,974	+5.8	170,139	+3.1

SOURCE: MAGAZINE PUBLISHERS ASSOCIATION

ported by the MPA survey, according to an executive there. He attributed the growth to increases in special issues, the addition of new magazines, and increased advertising linage.

Irving Herschbein, director of manufacturing and distribution for

Conde Nast Publications, said the year's 8.4 percent increase in paper usage at Conde Nast reflected increased advertising pages, matched by additional editorial to maintain a proper advertising/editorial ratio. Circulation growth accounts for only a small percentage of the

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new printing problem every
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increase in paper use, he said, "whereas a 10 percent to 20 percent increase in ad pages has a significant impact" on paper consumed.

The hike in advertising pages and competition for paper from the burgeoning catalog industry have strained domestic paper supplies and caused publishers to operate with smaller inventory cushions—nearly a third of the publishers surveyed by MPA said their paper inventories were running below normal, while 4 percent said they had higher-than-normal inventories.

The MPA survey showed little change in the weight of paper used. The use of 36-pound and lighter paper, currently accounting for 49 percent of total tonnage, is projected to remain level in 1985. The use of 38- to 40-pound paper is expected to be stable at about 27 percent in 1984 and 1985, while 43- to 50-pound paper will remain level at 13 percent. Use of 60-pound and heavier weight paper is expected to decline slightly in 1985 to 11.5 percent from 11.8 percent in 1984.

Coated groundwood remains the most widely used grade of paper for magazines, accounting for about 74 percent of tonnage in 1983-1985. In 1983, 1,013,000 tons of this stock were used. In 1984, 1,101,000 tons, an increase of about 8.5 percent, is predicted; 1,160,000 tons are projected to be used in 1985, an increase of 5.2 percent over this year.

Thirteen, or 16 percent, of the publishers questioned said they are planning to move to a narrower roll size in 1984, reflecting moves to cut paper and mailing costs by trimming page sizes.

Most of the publishers use offset printing—about 70 percent of those surveyed said they used this method in 1983 and expect to use it through 1985. Gravure will be used on approximately 26 percent of total tonnage for the 1983-1985 period, while use of letterpress will decline to about 1 percent, the survey said.

Unseen cost of mistakes is major expense for printers, publishers

Hanover, N.H.—The true cost of fixing a printing mistake for a printer, and ultimately for his customers, can be many times greater than what the cost appears to be on the surface, a Graphic Communications Association (GCA) subcommittee has found.

John W. Pugsley, vice president and director of human resource development at Dartmouth Printing Company and co-chairman of the GCA Cost of Quality/Zero Defects Subcommittee, says when the true cost of a printer's mistake is taken into account, preventive measures to avoid mistakes sudden-

Percentage of paper usage by basis weights/printing processes

Basis weights	1983	1984	1985
34 lbs. & below	36.1%	34.4%	34.4%
36 lbs.	14.4	14.6	14.4
38 lbs.	1.6	1.8	1.8
40 lbs.	23.6	24.8	25.2
43-50 lbs.	12.2	12.7	12.7
60+ lbs.	12.1	11.8	11.5
Printing processes	1983	1984	1985
Offset	72.4%	70.7%	72.6%
Gravure	26.6	27.4	26.4
Letterpress	1.0	1.9	1.0

Inventory

Fifty-three publishers (64 percent) reported a *normal* inventory level.
Three publishers (4 percent) reported their inventory level was *above normal*.
Twenty-six publishers (32 percent) reported their inventory level was *below normal*.

Roll size

Thirteen of the respondents (16 percent) are planning roll size changes to narrower sizes in 1984.

SOURCE: MAGAZINE PUBLISHERS ASSOCIATION

ly become cost-effective.

In a recent interview, Pugsley recounted a hypothetical case to illustrate the problem:

A publisher one month asks his printer for 10,000 extra copies of his 84-page magazine for distribution at a trade show. The publisher also wants the show copies to be printed on 60-pound free sheet instead of the 40-pound groundwood paper usually used for the magazine.

The day before the show opens, however, the publisher discovers that the extra 10,000 copies were printed on the 40-pound paper. He immediately calls the printer and demands that the job be redone with the correct weight paper.

The printer runs off the 10,000 show copies again, but this time he makes an error not with the paper, but in figuring out how much the mistake has cost him.

The printer adds up the visible costs of the second run—the costs of material and direct labor to make new plates, run off the 10,000 magazines, bind them, handle and ship them—and comes up with a figure of \$4,400.

In reality, however, \$4,400 is only a fraction of the cost of the mistake, because the printer fails to take into account all the normally unrecognized costs of rectifying such an error.

There is overtime paid because the stitcher machine was booked to capacity for normal work, but the show copies had to be done on a "rush job" basis.

The company representative, scheduling staff, the plant manager and even the owner had to do extra work to fix the mistake so the cost of their time should be included.

Someone from the plant, probably a vice president of sales, flew to the magazine's home office to smooth the feathers of the publisher. The cost of the trip includes the cost of the airline tickets, a luncheon with the publisher and the time of the vice president, as well as the time of the local sales representative, who also tags along.

An indirect cost is incurred when the normal time for increasing the printer's fee rolls around. The printer had planned to announce a 3 percent price increase, but decides to increase his price by only 2 percent because the publisher is already upset because of the mistake and may be thinking of taking his business to another printer.

If the publisher asked another printer to print the 10,000 show copies after the mistake, he may already have developed other contacts. He may choose to use another printer, not just for his magazine but for his other publications.

Other unrecognized costs to the printer include the cost of the extra management time, the employee overtime and the air freight shipping that the printer now uses to make sure there are no more mistakes or missed deadlines affecting the miffed publisher.

Pugsley said that, when the committee added up both the recognized and normally unrecognized costs in the hypothetical case, it arrived at a total expense of \$50,490, which is 11.5 times what the printer originally thought the mistake cost him.

Admitting that the case was not a real one, Pugsley says, "if the multiplier is 10, 11, 12 or only five, that's still a hell of a big number."

Because most business costs are

THE FOLIO:400 PREVIEW: Per copy analysis

*This preview of The Folio:400 covers per copy analysis
by ad revenue, ad pages and circulation revenue only.
The complete Folio:400 will be mailed in October.*

Comparing magazine success is impossible without some sort of common denominator. Until recently, the media community not only has not had such a common denominator; it has been operating with tools that are easily misleading.

Many members of the media community have made the assumption that the most important basis of success in magazine performance is dollar ad revenue (e.g., one magazine with \$20 million in ad revenue one year is more successful than another with \$10 million). In some cases, a slightly more sophisticated approach—ad revenue per category—has been used as a basis of comparison (e.g., one magazine that carried \$3 million in advertising in liquor pages is compared to another that carried \$4 million in the same category).

These commonly used measurements may be the accepted benchmarks, but they are not the most useful. Because of a variety of factors (circulation, frequency, editorial coverage, etc.), one magazine is not necessarily comparable to another.

In searching for a media buyer common denominator, one often hears of cost-per-thousand readers. But this measurement is buying oriented, not performance related. It doesn't tell the publisher, in a way that can be counted and measured, how effective his or other magazines have been in persuading the ad community to purchase space in them.

How can a publisher compare *Time* and *Playboy*, for example? They have different frequencies and very different circulations. Looking at this year's Folio: 400 figures (based on 1983 performance), publishers see that *Time* carries \$299 million in ad revenue and *Playboy* carries \$60 million. On the surface, this tells a publisher that *Time* appears to be almost four times more successful because it earned four times more ad revenue in 1983 than *Playboy*. However, *Time* is published four times more often and has a different circulation. (*Time* has a circulation of 4.7 million and *Playboy* 4.2 million.) A common denominator is needed to take into account the different frequency and circulation figures.

A publisher or advertising executive can realistically compare these publications by examining advertising success on a copy-by-copy basis—titled ad revenue per copy analysis. Traditionally this measure, although easily derived, had never been used.

Although it is known that a reader pays, say, \$1.50 for a specific issue of a magazine on a newsstand,

it has not been known how much the ad community has spent, as an aggregate, to reach that reader. A magazine that gets \$1.50 from the reader for each copy and 37 cents from the advertiser for that same copy is heavily circulation oriented. It either hasn't yet or can't sell that editorial package to advertisers. However, if that same magazine had \$2 in revenue from advertising for that copy, it would be clear that the advertising department has been very successful in persuading the ad community of the value of reaching the magazine's readers.

Once learned, the insight provided by an ad revenue per copy analysis is a far more accurate barometer of a publication's advertising health and its competitive position relative to other magazines in its category and in the industry as a whole.

Two years ago, Jay Walker, then research director for FOLIO, recognized the limitations of ad revenue and circulation revenue numbers as tools for comparative analysis. He elected to report these common denominator measurement tools to the media community for the first time in the 1983 Folio: 400, which covered 1982 performance.

With per-copy measurements, a publisher can compare the "apples and oranges" of different frequencies and different circulations. It can be determined how much revenue all the ads in one copy of *Time* generated in 1983. The answer is \$1.21. By comparison, a single copy of *Playboy* generated \$1.19 in ad revenue.

What does that tell the media community? First of all, it shows that a spread of four times in total ad revenue is insignificant on a per-copy basis. More important, it tells the publisher or advertising executive that the value of the reader to the ad community is about equal for those two magazines. It adjusts for differences in frequency and circulation and highlights the value of using the basic unit of the magazine industry—the magazine itself.

These per-copy figures make it possible to compare magazines of any frequency and circulation easily—*Woman's Day*, which is published 15 times a year, and *Family Circle*, which is published 17 times a year, for example. *Woman's Day* has an ad revenue per copy of \$1.01, while *Family Circle* has an ad revenue per copy of 96 cents.

Much like ad revenue per copy, circulation revenue per copy analysis indicates a publisher's success at persuading readers to spend money on his

editorial package, as compared to his competitors' package.

Many magazines discount subscription prices, while others sell subscriptions at full rates. Add to the balance the fact that newsstand copies are always sold at full rate and you can see that calculating a weighted per-copy average is difficult to do. But it is done conveniently in The Folio: 400 estimates.

A publisher might want to know, for example, how much a reader, on average, pays for a copy of *Forbes*. The cover price is \$3. Subscriptions may sell for \$25 to \$36. The weighted average can be found in these charts.

How does a publisher interpret the figures? If a magazine is sold principally through newsstand sales, the reader is paying closer to the newsstand (full price), on average. If the magazine utilizes a heavy subscription discounting circulation strategy, the reader, on average, is obviously paying much less. But the question that must be asked is, What is the magazine's strategy? Is the publication recouping that income by selling that reader to advertisers?

A publisher can look at two magazines, say *Penthouse* and *Esquire*, and discover that the reader is paying \$3.01 for a copy of *Penthouse* and \$1.28 for a copy of *Esquire*.

Does this mean that a reader of *Penthouse* is any more coveted by the ad community than a reader of *Esquire*? No. But it does reveal a different strategy. One publisher markets the magazine as a high price item and is perhaps more likely to invest money in circulation and editorial because he is getting a greater

percentage of his income from that source. This tells something to advertisers and agencies even before they look at the magazine to see the amount of color, the quality of editorial, the quality of paper and so forth.

With these two figures—circulation revenue per copy and ad revenue per copy, any magazine in The Folio: 400 can be more completely evaluated relative to its competitors to indicate who's probably having more success in the marketplace on a least common denominator basis.

Ad pages per copy provides yet another insight into a magazine's position and health. It tells members of the advertising community how many ad pages in a copy of a given magazine their specific client's ad is going to have to compete with. How many other advertisers felt this was a good enough package to invest in? Is the environment crowded? Is crowding a sign of health or acceptance? The ad page per copy measurement gives a real picture of the book, unlike gross numbers of ad pages carried per year.

The per copy analysis provides a range of in-depth tools for both the publisher and advertiser. Each piece of data fits together to form a more complete picture of a magazine and its relationship to the publishing and media communities.

Magazine publishers can use these figures to differentiate their strengths from the competition in new and meaningful ways. A tiny magazine can logically compare itself to *Reader's Digest* or *Life*. Publishers are constantly searching for meaningful ways to explain their publications and the value of their readers. These measurements are a help. □

CONSUMER

Affluence

Avg. Ad \$/Copy	
1 Fortune	5.60
2 Town & Country	4.97
3 Inc.	4.96
4 Forbes	4.35
5 Business Week	3.60
6 Architectural Digest	3.41
7 American Way	3.31
8 Dun's Business Month	2.84
9 Money	2.64
10 W	2.54
11 Venture	2.29
12 The New Yorker	2.17
13 Golf Digest	2.05
14 Travel & Leisure	1.96
15 Harvard Business Review	1.89
16 Gourmet	1.61
17 Bon Appetit	1.32
18 Barron's	1.25
19 New York Times Magazine	1.17
20 Smithsonian	1.10
21 The Economist	0.98
22 Signature	0.96
23 Frequent Flyer	0.86
24 Food & Wine	0.83
25 Financial World	0.82
26 High Technology	0.77
27 Natural History	0.68
28 Changing Times	0.64
29 National Geographic	0.22

Avg. Ad Pages/Copy	
1 Town & Country	151
2 Architectural Digest	131
3 Forbes	126
4 Fortune	126
5 Money	119
6 Inc.	112
7 American Way	94
8 Business Week	91
9 Travel & Leisure	91
10 Golf Digest	88
11 Bon Appetit	85
12 New York Times Magazine	80
13 Gourmet	78
14 Smithsonian	78
15 The New Yorker	70
16 Venture	67
17 Dun's Business Month	66
18 Harvard Business Review	65
19 Signature	58
20 W	46
21 Barron's	44
22 Changing Times	43
23 Frequent Flyer	41
24 Food & Wine	39
25 Natural History	39
26 High Technology	29
27 National Geographic	22
28 Financial World	20
29 The Economist	17

Avg. Circ. \$/Copy	
1 Harvard Business Review	5.00
2 Architectural Digest	3.14
3 Frequent Flyer	3.08
4 Money	2.01
5 Town & Country	1.76
6 Inc.	1.64
7 Gourmet	1.51
8 Travel & Leisure	1.43
9 Smithsonian	1.42
10 High Technology	1.39
11 Fortune	1.35
12 The Economist	1.32
13 Forbes	1.32
14 Food & Wine	1.27
15 Natural History	1.27
16 National Geographic	1.25
17 Barron's	1.20
18 Financial World	1.20
19 Bon Appetit	1.18
20 Golf Digest	1.06
21 W	1.06
22 Changing Times	0.99
23 Venture	0.92
24 Signature	0.85
25 Business Week	0.67
26 The New Yorker	0.58
27 Dun's Business Month	0.07
28 American Way	n/a
29 New York Times Magazine	n/a

CONSUMER

Automotive

Avg. Ad \$/Copy

1	Car and Driver	2.39
2	Road & Track	2.38
3	Cycle	1.83
4	Motor Trend	1.75
5	Car Craft	1.30
6	Cycle World	1.20
7	Hot Rod	1.10
8	Motorcyclist	1.04
9	4 Wheel & Off-Road	0.95
10	AutoWeek	0.74
11	Popular Hot Rodding	0.57
12	Easyriders	0.37

Avg. Ad Pages/Copy

1	Road & Track	101
2	Car and Driver	88
3	Car Craft	72
4	4 Wheel & Off-Road	67
5	Motor Trend	66
6	Cycle	57
7	Hot Rod	57
8	Cycle World	51
9	Easyriders	37
10	Popular Hot Rodding	36
11	Motorcyclist	35
12	AutoWeek	29

Avg. Circ. \$/Copy

1	Easyriders	1.94
2	Popular Hot Rodding	1.51
3	Road & Track	1.28
4	Car Craft	1.26
5	4 Wheel & Off-Road	1.23
6	Hot Rod	1.07
7	Car and Driver	1.05
8	Cycle	0.97
9	Motor Trend	0.95
10	Cycle World	0.94
11	Motorcyclist	0.86
12	AutoWeek	0.41

Black

Avg. Ad \$/Copy

1	Black Enterprise	2.54
2	Ebony	1.49
3	Essence	1.47
4	Jet	0.20

Avg. Ad Pages/Copy

1	Ebony	88
2	Essence	81
3	Black Enterprise	60
4	Jet	19

Avg. Circ. \$/Copy

1	Ebony	1.11
2	Essence	0.92
3	Black Enterprise	0.82
4	Jet	0.76

Bridal

Avg. Ad \$/Copy

1	Bride's	8.96
2	Modern Bride	8.10

Avg. Ad Pages/Copy

1	Bride's	307
2	Modern Bride	257

Avg. Circ. \$/Copy

1	Modern Bride	3.01
2	Bride's	2.99

Business & Financial

Avg. Ad \$/Copy

1	Fortune	5.60
2	Inc.	4.96
3	Forbes	4.35
4	Business Week	3.60
5	Dun's Business Month	2.84
6	Crain's Chicago Business	2.76
7	Black Enterprise	2.54
8	Venture	2.29
9	Industry Week	1.91
10	Harvard Business Review	1.89
11	Savvy	1.04
12	The Economist	0.98
13	Frequent Flyer	0.86
14	Financial World	0.82
15	High Technology	0.77
16	Success	0.58

Avg. Ad Pages/Copy

1	Forbes	126
2	Fortune	126
3	Inc.	112
4	Business Week	91
5	Venture	67
6	Dun's Business Month	66
7	Harvard Business Review	65
8	Black Enterprise	60
9	Industry Week	50
10	Savvy	43
11	Frequent Flyer	41
12	Success	34
13	Crain's Chicago Business	29
14	High Technology	29
15	Financial World	20
16	The Economist	17

Avg. Circ. \$/Copy

1	Harvard Business Review	5.00
2	Frequent Flyer	3.08
3	Inc.	1.64
4	High Technology	1.39
5	Fortune	1.35
6	The Economist	1.32
7	Forbes	1.32
8	Financial World	1.20
9	Savvy	0.94
10	Success	0.93
11	Venture	0.92
12	Black Enterprise	0.82
13	Business Week	0.67
14	Crain's Chicago Business	0.50
15	Dun's Business Month	0.07
16	industry Week	n/a

CONSUMER

Home & Garden

Avg. Ad \$/Copy	
1 San Diego Magazine	5.32
2 D Magazine	5.20
3 Los Angeles Magazine	5.07
4 Houston Home & Garden	4.30
5 Boston Magazine	4.11
6 The Washingtonian Mag.	3.82
7 Chicago	3.68
8 Texas Monthly	3.66
9 Philadelphia Magazine	3.61
10 Texas Homes	3.17
11 Crain's Chicago Business	2.76
12 California Magazine	2.41
13 Sunset	2.34
14 Southern Living	1.77
15 New York Magazine	1.50
16 Playbill	0.85
17 Yankee	0.55
18 Arizona Highways	n/a

Avg. Ad Pages/Copy	
1 Los Angeles Magazine	205
2 Sunset	148
3 Chicago	147
4 The Washingtonian Mag.	145
5 San Diego Magazine	142
6 Boston Magazine	136
7 Philadelphia Magazine	134
8 Texas Monthly	127
9 Southern Living	126
10 D Magazine	118
11 Houston Home & Garden	106
12 Yankee	95
13 Texas Homes	70
14 California Magazine	64
15 New York Magazine	58
16 Playbill	55
17 Crain's Chicago Business	29
18 Arizona Highways	n/a

Avg. Circ. \$/Copy	
1 Los Angeles Magazine	1.73
2 The Washingtonian Mag.	1.57
3 Texas Homes	1.46
4 Southern Living	1.39
5 San Diego Magazine	1.31
6 Texas Monthly	1.31
7 Arizona Highways	1.25
8 Chicago	1.24
9 Houston Home & Garden	1.22
10 D Magazine	1.18
11 Yankee	1.15
12 Boston Magazine	1.06
13 Philadelphia Magazine	1.03
14 California Magazine	0.82
15 Sunset	0.81
16 New York Magazine	0.63
17 Crain's Chicago Business	0.50
18 Playbill	0.01

Computing

Avg. Ad \$/Copy	
1 PC	11.73
2 Byte	5.76
3 PC World	4.43
4 Creative Computing	2.92
5 Personal Computing	2.80
6 Softalk	2.64
7 80 Micro	2.10
8 Popular Computing	1.67
9 COMPUTE!	1.54
10 InfoWorld	1.50
11 Computers & Electronics	1.25

Avg. Ad Pages/Copy	
1 PC	389
2 Byte	361
3 Personal Computing	202
4 PC World	189
5 80 Micro	184
6 Creative Computing	179
7 Softalk	161
8 COMPUTE!	149
9 Popular Computing	124
10 Computers & Electronics	59
11 InfoWorld	54

Avg. Circ. \$/Copy	
1 80 Micro	2.95
2 PC World	2.56
3 PC	2.48
4 Creative Computing	2.43
5 COMPUTE!	2.19
6 Byte	2.16
7 Popular Computing	1.53
8 Personal Computing	1.34
9 Computers & Electronics	1.22
10 Softalk	0.93
11 InfoWorld	0.65

Culinary

Avg. Ad \$/Copy	
1 Gourmet	1.61
2 Bon Appetit	1.32
3 Cuisine	0.87
4 Food & Wine	0.83

Avg. Ad Pages/Copy	
1 Bon Appetit	85
2 Gourmet	78
3 Cuisine	44
4 Food & Wine	39

Avg. Circ. \$/Copy	
1 Gourmet	1.51
2 Food & Wine	1.27
3 Bon Appetit	1.18
4 Cuisine	1.04

General Interest

Avg. Ad \$/Copy	
1 Esquire	2.72
2 Vanity Fair	2.42
3 The New Yorker	2.17
4 Life	1.60
5 Ebony	1.49
6 People Weekly	1.26
7 Rolling Stone	1.16
8 Smithsonian	1.10
9 The Atlantic	1.04
10 GEO	0.96

Avg. Ad Pages/Copy	
1 Esquire	105
2 Yankee	95
3 Ebony	88
4 Reader's Digest	86
5 Smithsonian	78
6 The New Yorker	70
7 TV Guide	69
8 People Weekly	68
9 Life	61
10 Vanity Fair	52

Avg. Circ. \$/Copy	
1 Vanity Fair	2.38
2 GEO	2.19
3 Life	1.96
4 Smithsonian	1.42
5 Esquire	1.28
6 Saturday Evening Post	1.26
7 National Geographic	1.25
8 The Atlantic	1.23
9 Yankee	1.15
10 Ebony	1.11

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Health & Fitness

Avg. Ad \$/Copy

1 American Health	0.65
2 Prevention	0.50
3 Weight Watchers Magazine	0.43
4 Health	0.32
5 Shape	0.28

Avg. Ad Pages/Copy

1 Prevention	76
2 Shape	48
3 American Health	43
4 Health	33
5 Weight Watchers Magazine	25

Avg. Circ. \$/Copy

1 Shape	1.81
2 American Health	1.57
3 Prevention	1.10
4 Weight Watchers Magazine	1.02
5 Health	0.91

Home Service

Avg. Ad \$/Copy

1 Houston Home & Garden	4.30
2 Architectural Digest	3.41
3 Texas Homes	3.17
4 Sunset	2.34
5 House Beautiful	2.11
6 Southern Living	1.77
7 House & Garden	1.62
8 Colonial Homes	1.46
9 Metropolitan Home	1.26
10 Better Homes and Gardens	1.13
11 Mechanix Illustrated	0.91
12 Country Journal	0.89
13 Country Living	0.80
14 Americana	0.79
15 The Family Handyman	0.75
16 Home	0.73
17 New Shelter	0.61
18 Workbench	0.56
19 Organic Gardening	0.55
20 Early American Life	0.40
21 Flower & Garden	0.37
22 1001 Home Ideas	0.28

Avg. Ad Pages/Copy

1 Sunset	148
2 Architectural Digest	131
3 Southern Living	126
4 Better Homes and Gardens	115
5 Houston Home & Garden	106
6 House Beautiful	92
7 The Family Handyman	71
8 Mechanix Illustrated	70
9 Organic Gardening	70
10 Texas Homes	70
11 House & Garden	69
12 Workbench	66
13 Colonial Homes	64
14 Metropolitan Home	61
15 Country Living	53
16 New Shelter	49
17 Country Journal	43
18 Flower & Garden	39
19 Home	38
20 Americana	37
21 Early American Life	33
22 1001 Home Ideas	33

Avg. Circ. \$/Copy

1 Architectural Digest	3.14
2 Colonial Homes	2.27
3 House & Garden	2.25
4 Early American Life	2.20
5 Americana	1.58
6 Texas Homes	1.46
7 Country Living	1.45
8 Southern Living	1.39
9 House Beautiful	1.22
10 Houston Home & Garden	1.22
11 New Shelter	1.18
12 Country Journal	1.10
13 Home	0.98
14 Organic Gardening	0.97
15 1001 Home Ideas	0.96
16 Metropolitan Home	0.88
17 The Family Handyman	0.83
18 Sunset	0.81
19 Workbench	0.80
20 Flower & Garden	0.79
21 Better Homes and Gardens	0.71
22 Mechanix Illustrated	0.71

Inflight

Avg. Ad \$/Copy

1 American Way	3.31
2 United	2.54
3 Eastern Review	2.47
4 Delta Sky	2.02
5 TWA Ambassador	1.82
6 Pan Am Clipper	1.63

Avg. Ad Pages/Copy

1 Eastern Review	104
2 United	97
3 American Way	94
4 Delta Sky	67
5 TWA Ambassador	54
6 Pan Am Clipper	42

Avg. Circ. \$/Copy

1 American Way	n/a
2 Delta Sky	n/a
3 Eastern Review	n/a
4 Pan Am Clipper	n/a
5 TWA Ambassador	n/a
6 United	n/a

Lifestyles

Avg. Ad \$/Copy

1 Yachting	4.36
2 Sail	3.99
3 Boating	3.83
4 Motor Boating & Sailing	3.69
5 Cruising World	2.64
6 Bicycling	2.10
7 Outside	1.78
8 Trailer Life	1.44
9 Rolling Stone	1.16
10 Runner's World	1.03

Avg. Ad Pages/Copy

1 Yachting	150
2 Cruising World	141
3 Motor Boating & Sailing	133
4 Sail	118
5 Boating	112
6 Trailer Life	107
7 Bicycling	100
8 Organic Gardening	70
9 Western Horseman	63
10 Mother Earth News	59

Avg. Circ. \$/Copy

1 Mother Earth News	2.71
2 Early American Life	2.20
3 Sail	2.00
4 Bicycling	1.75
5 Cruising World	1.73
6 Yachting	1.69
7 Americana	1.58
8 American Health	1.57
9 Outside	1.56
10 Runner's World	1.54

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Maturity

Avg. Ad \$/Copy

1	50 Plus	0.54
2	Modern Maturity	0.27
3	V.F.W. Magazine	0.15

Avg. Ad Pages/Copy

1	Modern Maturity	39
2	V.F.W. Magazine	29
3	50 Plus	26

Avg. Circ. \$/Copy

1	50 Plus	1.07
2	Modern Maturity	0.33
3	V.F.W. Magazine	0.09

Men's Entertainment

Avg. Ad \$/Copy

1	Playboy	1.19
2	Penthouse	0.62
3	National Lampoon	0.56
4	Swank	0.20
5	Gallery	0.07
6	Players	0.07
7	Velvet	0.07
8	Genesis	0.05
9	Oui	0.03
10	Cheri	ne

Avg. Ad Pages/Copy

1	Playboy	87
2	Penthouse	61
3	National Lampoon	26
4	Swank	21
5	Genesis	14
6	Velvet	10
7	Gallery	8
8	Players	7
9	Oui	2
10	Cheri	ne

Avg. Circ. \$/Copy

1	Velvet	3.94
2	Swank	3.75
3	Oui	3.51
4	Chic	3.48
5	Club	3.48
6	Hustler	3.48
7	High Society	3.38
8	Gallery	3.36
9	Genesis	3.24
10	Eros	3.20

Men's Lifestyles

Avg. Ad \$/Copy

1	Esquire	2.72
2	Gentlemen's Quarterly	2.56
3	Playboy	1.19
4	Penthouse	0.62
5	Soldier of Fortune	0.46

Avg. Ad Pages/Copy

1	Gentlemen's Quarterly	121
2	Esquire	105
3	Playboy	87
4	Penthouse	61
5	Soldier of Fortune	39

Avg. Circ. \$/Copy

1	Penthouse	3.01
2	Soldier of Fortune	2.86
3	Playboy	2.31
4	Gentlemen's Quarterly	2.11
5	Esquire	1.28

Men's Service

Avg. Ad \$/Copy

1	Popular Mechanics	1.27
2	Popular Science	1.01
3	Mechanix Illustrated	0.91
4	The Family Handyman	0.75
5	New Shelter	0.61
6	Workbench	0.56

Avg. Ad Pages/Copy

1	Popular Mechanics	99
2	Popular Science	89
3	The Family Handyman	71
4	Mechanix Illustrated	70
5	Workbench	66
6	New Shelter	49

Avg. Circ. \$/Copy

1	New Shelter	1.18
2	Popular Mechanics	0.86
3	Popular Science	0.86
4	The Family Handyman	0.83
5	Workbench	0.80
6	Mechanix Illustrated	0.71

News Magazines

Avg. Ad \$/Copy

1	Sports Illustrated	1.43
2	Newsweek	1.36
3	People Weekly	1.26
4	Time	1.21
5	U.S. News & World Report	0.87
6	TV Guide	0.30

Avg. Ad Pages/Copy

1	TV Guide	69
2	People Weekly	68
3	Newsweek	56
4	Sports Illustrated	52
5	Time	51
6	U.S. News & World Report	35

Avg. Circ. \$/Copy

1	People Weekly	1.07
2	The Sporting News	0.79
3	Time	0.76
4	Sports Illustrated	0.73
5	U.S. News & World Report	0.66
6	Newsweek	0.63

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Outdoor

Avg. Ad \$/Copy

1 Sports Afield	1.77
2 Bassmaster	1.29
3 Field & Stream	1.25
4 Guns & Ammo	0.93
5 Outdoor Life	0.90
6 Petersen's Hunting	0.73
7 Shooting Times	0.51

Avg. Ad Pages/Copy

1 Field & Stream	85
2 Sports Afield	84
3 Outdoor Life	71
4 Bassmaster	52
5 Guns & Ammo	49
6 Petersen's Hunting	40
7 Shooting Times	37

Avg. Circ. \$/Copy

1 Shooting Times	1.46
2 Bassmaster	1.29
3 Guns & Ammo	1.06
4 Sports Afield	1.04
5 Petersen's Hunting	0.85
6 Outdoor Life	0.81
7 Field & Stream	0.78

Personal Finance & Management

Avg. Ad \$/Copy

1 Money	2.64
2 Barron's	1.25
3 Changing Times	0.64
4 Success	0.58
5 Consumers Digest	0.18
6 Moneysworth	0.11
7 Consumer Reports	0.00

Avg. Ad Pages/Copy

1 Money	119
2 Barron's	44
3 Changing Times	43
4 Success	34
5 Moneysworth	18
6 Consumers Digest	15
7 Consumer Reports	0

Avg. Circ. \$/Copy

1 Money	2.01
2 Consumers Digest	1.50
3 Consumer Reports	1.28
4 Moneysworth	1.23
5 Barron's	1.20
6 Changing Times	0.99
7 Success	0.93

Science & Nature

Avg. Ad \$/Copy

1 Scientific American	1.87
2 Spectrum Magazine	1.60
3 Omni	1.50
4 Discover	1.07
5 Science 83	0.96
6 Science Digest	0.74
7 Natural History	0.68
8 Audubon	0.67
9 Psychology Today	0.51
10 National Wildlife	n/a

Avg. Ad Pages/Copy

1 Spectrum Magazine	85
2 Omni	69
3 Scientific American	63
4 Discover	42
5 Science 83	41
6 Natural History	39
7 Audubon	36
8 Science Digest	36
9 Psychology Today	26
10 National Wildlife	n/a

Avg. Circ. \$/Copy

1 Audubon	2.67
2 Omni	2.21
3 Scientific American	2.09
4 National Wildlife	1.75
5 Discover	1.69
6 Science Digest	1.43
7 Science 83	1.35
8 Natural History	1.27
9 Psychology Today	1.03
10 Spectrum Magazine	0.66

Sports

Avg. Ad \$/Copy

1 Yachting	4.36
2 Sail	3.99
3 Boating	3.83
4 Motor Boating & Sailing	3.69
5 Skiing	3.67
6 Ski	3.57
7 Cruising World	2.64
8 Skin Diver	2.17
9 Bicycling	2.10
10 Golf Digest	2.05
11 Tennis	1.98
12 Outside	1.78
13 Golf Magazine	1.53
14 Sports Illustrated	1.43
15 World Tennis	1.43
16 Bassmaster	1.29
17 Runner's World	1.03
18 Sport	0.77
19 The Sporting News	0.24

Avg. Ad Pages/Copy

1 Yachting	150
2 Cruising World	141
3 Motor Boating & Sailing	133
4 Skiing	126
5 Sail	118
6 Boating	112
7 Ski	109
8 Bicycling	100
9 Golf Digest	88
10 Tennis	77
11 Skin Diver	72
12 Golf Magazine	65
13 Outside	53
14 Bassmaster	52
15 Sports Illustrated	52
16 World Tennis	50
17 Runner's World	46
18 Sport	38
19 The Sporting News	12

Avg. Circ. \$/Copy

1 Sail	2.00
2 Bicycling	1.75
3 Cruising World	1.73
4 Yachting	1.69
5 Outside	1.56
6 Runner's World	1.54
7 Boating	1.37
8 Bassmaster	1.29
9 Skiing	1.23
10 Ski	1.21
11 Motor Boating & Sailing	1.14
12 Golf Digest	1.06
13 Sport	1.00
14 Golf Magazine	0.96
15 Skin Diver	0.82
16 Tennis	0.80
17 The Sporting News	0.79
18 World Tennis	0.78
19 Sports Illustrated	0.73

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Sunday Magazines

Avg. Ad \$/Copy

1 New York Times Magazine	1.17
2 Family Weekly	0.16
3 Parade	0.14
4 New York News Magazine	0.10

Avg. Ad Pages/Copy

1 New York Times Magazine	80
2 Family Weekly	16
3 Parade	14
4 New York News Magazine	13

Avg. Circ. \$/Copy

1 Family Weekly	0.00
2 New York News Magazine	0.00
3 New York Times Magazine	0.00
4 Parade	0.00

Travel

Avg. Ad \$/Copy

1 Travel & Leisure	1.96
2 Signature	0.96
3 Travel/Holiday	0.55
4 Endless Vacation	n/a

Avg. Ad Pages/Copy

1 Travel & Leisure	91
2 Signature	58
3 Travel/Holiday	37
4 Endless Vacation	n/a

Avg. Circ. \$/Copy

1 Endless Vacation	6.39
2 Travel & Leisure	1.43
3 Signature	0.85
4 Travel/Holiday	0.76

Women-In-Business

Avg. Ad \$/Copy

1 Glamour	2.19
2 Working Woman	2.05
3 Working Mother	1.52
4 Savvy	1.04
5 Redbook Magazine	0.94
6 Ms.	0.87

Avg. Ad Pages/Copy

1 Glamour	169
2 Working Woman	99
3 Redbook Magazine	92
4 Working Mother	68
5 Ms.	47
6 Savvy	43

Avg. Circ. \$/Copy

1 Glamour	1.44
2 Working Woman	1.13
3 Savvy	0.94
4 Working Mother	0.89
5 Redbook Magazine	0.84
6 Ms.	0.73

Women's Fashion

Avg. Ad \$/Copy

1 Vogue	4.21
2 Harper's Bazaar	2.79
3 W	2.54
4 Glamour	2.19
5 Mademoiselle	2.05

Avg. Ad Pages/Copy

1 Vogue	259
2 Glamour	169
3 Town & Country	131
4 Harper's Bazaar	130
5 W	46

Avg. Circ. \$/Copy

1 Vogue	2.58
2 Harper's Bazaar	1.54
3 Mademoiselle	1.49
4 Glamour	1.44
5 W	1.06

Women's Lifestyles & Entertainment

Avg. Ad \$/Copy

1 Town & Country	4.97
2 Vogue	4.21
3 Cosmopolitan	2.25
4 Mademoiselle	2.05
5 Working Woman	2.05
6 Essence	1.47
7 Self	1.31
8 Ladycom	0.89
9 American Baby	0.76
10 True Story	0.56
11 New Woman	0.51
12 Shape	0.28
13 Playgirl	0.21
14 Soap Opera Digest	0.10

Avg. Ad Pages/Copy

1 Vogue	259
2 Cosmopolitan	203
3 Town & Country	151
4 Mademoiselle	131
5 Working Woman	99
6 Essence	81
7 Self	77
8 True Story	59
9 Shape	48
10 New Woman	47
11 Ladycom	39
12 American Baby	38
13 Playgirl	37
14 Soap Opera Digest	11

Avg. Circ. \$/Copy

1 Vogue	2.58
2 Playgirl	2.32
3 Shape	1.81
4 Town & Country	1.76
5 Cosmopolitan	1.73
6 New Woman	1.51
7 Mademoiselle	1.49
8 Self	1.38
9 Working Woman	1.13
10 Essence	0.92
11 Soap Opera Digest	0.91
12 True Story	0.79
13 American Baby	0.07
14 Ladycom	n/a

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Women's Service

Avg. Ad \$/Copy

1	Good Housekeeping	1.96
2	Working Mother	1.52
3	Self	1.31
4	Parents	1.29
5	Better Homes and Gardens	1.13
6	Woman's Day	1.01
7	Family Circle	0.96
8	Redbook Magazine	0.94
9	Ladies' Home Journal	0.92
10	McCall's	0.85
11	Country Living	0.80
12	American Baby	0.76
13	Creative Ideas For Living	0.58
14	New Woman	0.51
15	Prevention	0.50

Avg. Ad Pages/Copy

1	Good Housekeeping	175
2	Better Homes and Gardens	115
3	Woman's Day	107
4	Family Circle	105
5	Ladies' Home Journal	97
6	McCall's	92
7	Redbook Magazine	92
8	Parents	77
9	Self	77
10	Prevention	76
11	Working Mother	68
12	Crafts Magazine	55
13	Country Living	53
14	New Woman	47
15	Creative Ideas For Living	40

Avg. Circ. \$/Copy

1	New Woman	1.51
2	Country Living	1.45
3	Self	1.38
4	Crafts Magazine	1.27
5	Good Housekeeping	1.23
6	Ladies' Home Journal	1.13
7	Prevention	1.10
8	Creative Ideas For Living	0.95
9	McCall's	0.90
10	Parents	0.90
11	Working Mother	0.89
12	Redbook Magazine	0.84
13	Woman's Day	0.79
14	Family Circle	0.73
15	Better Homes and Gardens	0.71

Youth & Teen

Avg. Ad \$/Copy

1	Seventeen	1.34
2	'Teen	0.69
3	Circus Magazine	0.31
4	Boy's Life	0.20
5	Highlights for Children	n/a
6	Natl. Geographic World	n/a
7	Sesame Street	n/a

Avg. Ad Pages/Copy

1	Seventeen	109
2	'Teen	54
3	Circus Magazine	30
4	Boy's Life	23
5	Highlights for Children	0
6	Natl. Geographic World	0
7	Sesame Street	0

Avg. Circ. \$/Copy

1	Circus Magazine	1.92
2	Highlights for Children	1.59
3	Seventeen	1.10
4	'Teen	0.98
5	Sesame Street	0.95
6	Natl. Geographic World	0.70
7	Boy's Life	0.47

BUSINESS

Aerospace & Aviation

Avg. Ad \$/Copy

1	Bus. & Comm. Aviation	13.17
2	Aviation Wk. & Space Tech	2.50
3	Flying	1.54
4	AOPA Pilot	1.04

Avg. Ad Pages/Copy

1	Bus. & Comm. Aviation	94
2	Aviation Wk. & Space Tech	61
3	Flying	43
4	AOPA Pilot	42

Avg. Circ. \$/Copy

1	Flying	1.41
2	AOPA Pilot	1.00
3	Aviation Wk. & Space Tech	0.86
4	Bus. & Comm. Aviation	n/a

Apparel

Avg. Ad \$/Copy

1	Daily News Record	2.31
2	Women's Wear Daily	1.77

Avg. Ad Pages/Copy

1	Women's Wear Daily	27
2	Daily News Record	13

Avg. Circ. \$/Copy

1	Women's Wear Daily	0.21
2	Daily News Record	0.20

Architecture & Housing

Avg. Ad \$/Copy

1	Interior Design	12.83
2	Architectural Record	8.06
3	Progressive Architect.	5.90
4	Builder	2.51

Avg. Ad Pages/Copy

1	Interior Design	228
2	Architectural Record	109
3	Progressive Architect.	103
4	Builder	69

Avg. Circ. \$/Copy

1	Interior Design	3.25
2	Architectural Record	2.16
3	Progressive Architect.	1.79
4	Builder	1.29

BUSINESS

Automotive

Avg. Ad \$/Copy		
1	Fleet Owner/Big Fleet Ed	6.69
2	Heavy Duty Trucking	4.72
3	Automotive News	3.05
4	Motor	2.00

Avg. Ad Pages/Copy		
1	Fleet Owner/Big Fleet Ed	95
2	Heavy Duty Trucking	83
3	Automotive News	44
4	Motor	41

Avg. Circ. \$/Copy		
1	Motor	1.00
2	Automotive News	0.72
3	Fleet Owner/Big Fleet Ed	n/a
4	Heavy Duty Trucking	n/a

Business & Consumer Services

Avg. Ad \$/Copy		
1	The Travel Agent	3.54
2	Business Insurance	2.60
3	Journal of Accountancy	1.14
4	ABA Journal	1.12
5	Real Estate Today	0.12

Avg. Ad Pages/Copy		
1	The Travel Agent	78
2	Journal of Accountancy	77
3	ABA Journal	54
4	Business Insurance	29
5	Real Estate Today	9

Avg. Circ. \$/Copy		
1	Real Estate Today	2.17
2	Journal of Accountancy	1.55
3	Business Insurance	0.45
4	ABA Journal	0.44
5	The Travel Agent	0.06

Chemicals

Avg. Ad \$/Copy		
1	Hydrocarbon Processing	8.77
2	Chemical Equipment	6.09
3	Chemical Engineering	5.36
4	Chem.Mkt.Rep./Chem.Bus.	5.24
5	Chemical Processing	4.26
6	Chemical Week	3.04
7	Chemical & Engrng. News	0.92

Avg. Ad Pages/Copy		
1	Hydrocarbon Processing	122
2	Chemical Processing	95
3	Chemical Equipment	94
4	Chemical Engineering	87
5	Chem.Mkt.Rep./Chem.Bus.	47
6	Chemical Week	31
7	Chemical & Engrng. News	23

Avg. Circ. \$/Copy		
1	Chem.Mkt.Rep./Chem.Bus.	1.05
2	Chemical Engineering	0.84
3	Hydrocarbon Processing	0.72
4	Chemical Week	0.50
5	Chemical & Engrng. News	0.37
6	Chemical Equipment	n/a
7	Chemical Processing	n/a

Data Processing

Avg. Ad \$/Copy		
1	Data Communications	13.68
2	Communications News	9.36
3	Datamation	9.25
4	Computer Design	7.35
5	Mini-Micro Systems	7.22
6	Electronic Business	6.85
7	Computerworld	5.49
8	Computer Decisions	5.37
9	Computer Systems News	5.14
10	Infosystems	3.18
11	Interface Age	2.68
12	Information Systems News	2.13
13	MIS Week	1.23

Avg. Ad Pages/Copy		
1	Datamation	201
2	Mini-Micro Systems	177
3	Computer Design	160
4	Computer Decisions	148
5	Data Communications	145
6	Communications News	116
7	Electronic Business	112
8	Computerworld	95
9	Infosystems	71
10	Interface Age	67
11	Computer Systems News	66
12	Information Systems News	39
13	MIS Week	26

Avg. Circ. \$/Copy		
1	Interface Age	2.30
2	Data Communications	1.53
3	Computerworld	0.70
4	Communications News	0.54
5	Computer Design	0.12
6	Computer Decisions	n/a
7	Computer Systems News	n/a
8	Datamation	n/a
9	Electronic Business	n/a
10	Information Systems News	n/a
11	Infosystems	n/a
12	Mini-Micro Systems	n/a
13	MIS Week	n/a

Education

Avg. Ad \$/Copy	
1 Instructor	1.79
2 Learning	1.52
3 Chronicle of Higher Ed.	1.47

Avg. Ad Pages/Copy	
1 Instructor	90
2 Learning	57
3 Chronicle of Higher Ed.	39

Avg. Circ. \$/Copy	
1 Instructor	1.39
2 Learning	1.36
3 Chronicle of Higher Ed.	0.80

BUSINESS

Electronics

Avg. Ad \$/Copy

1	Electronic Design	7.90
2	Computer Design	7.35
3	Electronic Business	6.85
4	EDN	6.70
5	Electronic News	5.21
6	Control Engineering	5.16
7	Electronics	5.16
8	Research & Development	5.13
9	Elec. Engineering Times	4.49
10	Plant Engineering	4.12
11	Electronic Buyers' News	4.00
12	Industrial Equip. News	3.47
13	Electronic Products	2.89

Avg. Ad Pages/Copy

1	Electronic Design	205
2	EDN	192
3	Computer Design	160
4	Electronics	151
5	Research & Development	123
6	Electronic Business	112
7	Control Engineering	109
8	Elec. Engineering Times	105
9	Electronic Products	101
10	Electronic News	94
11	Spectrum Magazine	85
12	Plant Engineering	81
13	Industrial Equip. News	69

Avg. Circ. \$/Copy

1	Electronics	0.96
2	Spectrum Magazine	0.66
3	Electronic News	0.55
4	Computer Design	0.12
5	Control Engineering	0.10
6	EDN	n/a
7	Electronic Business	n/a
8	Electronic Buyers' News	n/a
9	Electronic Design	n/a
10	Elec. Engineering Times	n/a
11	Electronic Products	n/a
12	Industrial Equip. News	n/a
13	Plant Engineering	n/a

Finance & Investing

Avg. Ad \$/Copy

1	Institutional Investor	21.28
2	Pensions & Invest. Age	4.22
3	American Banker	1.43
4	Barron's	1.25

Avg. Ad Pages/Copy

1	Institutional Investor	156
2	Barron's	44
3	Pensions & Invest. Age	30
4	American Banker	9

Avg. Circ. \$/Copy

1	Institutional Investor	1.23
2	American Banker	1.22
3	Barron's	1.20
4	Pensions & Invest. Age	0.68

Food Service

Avg. Ad \$/Copy

1	Bakery Prodctn. & Mktg.	14.67
2	Institutional Distrib.	14.35
3	Restaurant Business	9.20
4	Restaurants & Institns.	8.85
5	Nation's Restrnt. News	6.06
6	Restaurant Hospitality	4.85

Avg. Ad Pages/Copy

1	Bakery Prodctn. & Mktg.	167
2	Restaurant Business	162
3	Restaurants & Institns.	148
4	Institutional Distrib.	109
5	Restaurant Hospitality	99
6	Nation's Restrnt. News	78

Avg. Circ. \$/Copy

1	Nation's Restrnt. News	0.63
2	Bakery Prodctn. & Mktg.	n/a
3	Institutional Distrib.	n/a
4	Restaurant Business	n/a
5	Restaurant Hospitality	n/a
6	Restaurants & Institns.	n/a

Industrial Products & Design Engineering

Avg. Ad \$/Copy

1	EC&M	6.63
2	Control Engineering	5.16
3	Research & Development	5.13
4	Design News	4.21
5	Plant Engineering	4.12
6	New Equipment Digest	3.75
7	Industrial Equip. News	3.47
8	Machine Design	3.33
9	A.C.,Htg. & Ref. News	3.07

Avg. Ad Pages/Copy

1	Design News	169
2	Machine Design	132
3	Research & Development	123
4	Control Engineering	109
5	Material Handling Engrg.	102
6	EC&M	96
7	Plant Engineering	81
8	New Equipment Digest	79
9	Industrial Equip. News	59

Avg. Circ. \$/Copy

1	EC&M	1.50
2	A.C.,Htg. & Ref. News	0.61
3	Control Engineering	0.10
4	Design News	n/a
5	Industrial Equip. News	n/a
6	Machine Design	n/a
7	Material Handling Engrg.	n/a
8	New Equipment Digest	n/a
9	Plant Engineering	n/a

Marketing

Avg. Ad \$/Copy

1	Sales & Marketing Mgmt.	5.53
2	Advertising Age	5.05
3	Adweek	4.71

Avg. Ad Pages/Copy

1	Advertising Age	69
2	Sales & Marketing Mgmt.	65
3	Adweek	41

Avg. Circ. \$/Copy

1	Sales & Marketing Mgmt.	2.60
2	Advertising Age	0.91
3	Adweek	0.61

BUSINESS

Medical

Avg. Ad \$/Copy	
1 Postgraduate Medicine	5.13
2 Modern Healthcare	4.79
3 Amer. Family Physician	4.60
4 Consultant	4.46
5 Medical Economics	4.30
6 Physician's Management	4.20
7 Annals of Internal Med.	4.13
8 Modern Medicine	3.98
9 Physician & Sports Med.	3.76
10 Patient Care	3.44
11 MD Magazine	3.35
12 Diversion	3.32
13 Hospital Practice	3.29
14 Hospitals	2.76
15 Drug Therapy	2.72

Avg. Ad Pages/Copy	
1 Postgraduate Medicine	196
2 Amer. Family Physician	187
3 MD Magazine	164
4 Annals of Internal Med.	163
5 Diversion	163
6 Hospital Practice	160
7 Medical Economics	157
8 Consultant	156
9 Physician's Management	155
10 Drug Therapy	151
11 Modern Medicine	149
12 Practical Cardiology	130
13 Emergency Medicine	128
14 Patient Care	117
15 Modern Healthcare	106

Avg. Circ. \$/Copy	
1 Annals of Internal Med.	3.42
2 New England Jnl. of Med.	0.90
3 Modern Healthcare	0.32
4 Medical Economics	0.22
5 Hospitals	0.11
6 Journal of the AMA	0.10
7 Medical World News	0.06
8 American Medical News	0.01
9 Amer. Family Physician	n/a
10 Consultant	n/a
11 Diversion	n/a
12 Drug Therapy	n/a
13 Emergency Medicine	n/a
14 Hospital Practice	n/a
15 MD Magazine	n/a

Metals

Avg. Ad \$/Copy	
1 American Machinist	6.33
2 Iron Age	1.44
3 AMM	0.48

Avg. Ad Pages/Copy	
1 American Machinist	108
2 Iron Age	35
3 AMM	7

Avg. Circ. \$/Copy	
1 AMM	0.39
2 Iron Age	0.06
3 American Machinist	n/a

Nursing

Avg. Ad \$/Copy	
1 Nursing '83	1.07
2 RN	0.90
3 American Jnl. of Nursing	0.85

Avg. Ad Pages/Copy	
1 Nursing '83	68
2 American Jnl. of Nursing	60
3 RN	54

Avg. Circ. \$/Copy	
1 American Jnl. of Nursing	1.26
2 Nursing '83	1.17
3 RN	1.17

Petroleum

Avg. Ad \$/Copy	
1 Hydrocarbon Processing	8.77
2 Oil & Gas Journal	4.28

Avg. Ad Pages/Copy	
1 Hydrocarbon Processing	122
2 Oil & Gas Journal	80

Avg. Circ. \$/Copy	
1 Hydrocarbon Processing	0.72
2 Oil & Gas Journal	0.60

Retail Management

Avg. Ad \$/Copy	
1 Chain Store Age G.M.E.	15.01
2 Computer Merchandising	13.87
3 Gifts & Decorative Acc.	13.22
4 Bldg. Supply & Home Ctrs	12.57
5 Natl. Home Center News	12.11
6 Discount Store News	10.40
7 National Jeweler	8.96
8 Progressive Grocer	7.50
9 HFD	7.08
10 Consumer Electronics	6.21

Avg. Ad Pages/Copy	
1 Gifts & Decorative Acc.	193
2 Computer Merchandising	173
3 Hardware Retailing	129
4 Bldg. Supply & Home Ctrs	121
5 National Jeweler	97
6 Consumer Electronics	92
7 Progressive Grocer	90
8 Natl. Home Center News	81
9 Chain Store Age G.M.E.	79
10 HFD	66

Avg. Circ. \$/Copy	
1 Gifts & Decorative Acc.	1.98
2 Chain Store Age G.M.E.	0.67
3 Drug Store News	0.45
4 HFD	0.41
5 Discount Store News	0.35
6 National Jeweler	0.34
7 Supermarket News	0.22
8 Hardware Retailing	0.16
9 Drug Topics	0.04
10 Bldg. Supply & Home Ctrs	n/a

CONSUMER

Top 100 Consumer Magazines by Ad Revenue per Copy

1	PC	11.73	51	Venture	2.29
2	Bride's	8.96	52	Cosmopolitan	2.25
3	Modern Bride	8.10	53	Glamour	2.19
4	Byte	5.76	54	The New Yorker	2.17
5	Fortune	5.60	55	Skin Diver	2.17
6	San Diego Magazine	5.32	56	House Beautiful	2.11
7	D Magazine	5.20	57	Bicycling	2.10
8	Los Angeles Magazine	5.07	58	80 Micro	2.10
9	Town & Country	4.97	59	Golf Digest	2.05
10	Inc.	4.96	60	Mademoiselle	2.05
11	Art In America	4.54	61	Working Woman	2.05
12	PC World	4.43	62	Delta Sky	2.02
13	Yachting	4.36	63	Tennis	1.98
14	Forbes	4.35	64	Good Housekeeping	1.96
15	Houston Home & Garden	4.30	65	Stereo Review	1.96
16	Vogue	4.21	66	Travel & Leisure	1.96
17	Boston Magazine	4.11	67	Industry Week	1.91
18	Sail	3.99	68	Harvard Business Review	1.89
19	Boating	3.83	69	Scientific American	1.87
20	The Washingtonian Mag.	3.82	70	Cycle	1.83
21	Motor Boating & Sailing	3.69	71	TWA Ambassador	1.82
22	Chicago	3.68	72	Audio	1.78
23	Skiing	3.67	73	Outside	1.78
24	Texas Monthly	3.66	74	Southern Living	1.77
25	Philadelphia Magazine	3.61	75	Sports Afield	1.77
26	Business Week	3.60	76	Motor Trend	1.75
27	Ski	3.57	77	Video Review	1.68
28	Architectural Digest	3.41	78	Popular Computing	1.67
29	American Way	3.31	79	Modern Photography	1.66
30	Texas Homes	3.17	80	Pan Am Clipper	1.63
31	Creative Computing	2.92	81	House & Garden	1.62
32	Dun's Business Month	2.84	82	Gourmet	1.61
33	Personal Computing	2.80	83	Life	1.60
34	Harper's Bazaar	2.79	84	COMPUTE!	1.54
35	Crain's Chicago Business	2.76	85	Golf Magazine	1.53
36	Esquire	2.72	86	Working Mother	1.52
37	Cruising World	2.64	87	InfoWorld	1.50
38	Money	2.64	88	New York Magazine	1.50
39	Popular Photography	2.64	89	Omni	1.50
40	Softalk	2.64	90	Ebony	1.49
41	Gentlemen's Quarterly	2.56	91	Essence	1.47
42	Black Enterprise	2.54	92	Colonial Homes	1.46
43	United	2.54	93	American Photographer	1.44
44	W	2.54	94	Trailer Life	1.44
45	Eastern Review	2.47	95	Navy Times	1.43
46	Vanity Fair	2.42	96	Sports Illustrated	1.43
47	California Magazine	2.41	97	World Tennis	1.43
48	Car and Driver	2.39	98	Newsweek	1.36
49	Road & Track	2.38	99	Air Force Times	1.34
50	Sunset	2.34	100	Seventeen	1.34

CONSUMER

Top 100 Consumer Magazines by Ad Pages per Copy

1	PC	389	51	Family Circle	105
2	Byte	361	52	Eastern Review	104
3	Bride's	307	53	Road & Track	101
4	Vogue	259	54	Bicycling	100
5	Modern Bride	257	55	Popular Mechanics	99
6	Los Angeles Magazine	205	56	Working Woman	99
7	Cosmopolitan	203	57	Ladies' Home Journal	97
8	Personal Computing	202	58	United	97
9	PC World	189	59	Yankee	95
10	80 Micro	184	60	American Way	94
11	Creative Computing	179	61	House Beautiful	92
12	Good Housekeeping	175	62	McCall's	92
13	Glamour	169	63	Redbook Magazine	92
14	Softalk	161	64	Business Week	91
15	Town & Country	151	65	Travel & Leisure	91
16	Yachting	150	66	Model Railroader	89
17	COMPUTE!	149	67	Popular Science	89
18	Sunset	148	68	Car and Driver	88
19	Chicago	147	69	Ebony	88
20	The Washingtonian Mag.	145	70	Golf Digest	88
21	San Diego Magazine	142	71	Playboy	87
22	Cruising World	141	72	Reader's Digest	86
23	Boston Magazine	136	73	Bon Appetit	85
24	Philadelphia Magazine	134	74	Field & Stream	85
25	Motor Boating & Sailing	133	75	Sports Afield	84
26	Architectural Digest	131	76	Essence	81
27	Mademoiselle	131	77	New York Times Magazine	80
28	Harper's Bazaar	130	78	Gourmet	78
29	Texas Monthly	127	79	Smithsonian	78
30	Forbes	126	80	Parents	77
31	Fortune	126	81	Self	77
32	Skiing	126	82	Tennis	77
33	Southern Living	126	83	Prevention	76
34	Popular Computing	124	84	Car Craft	72
35	Gentlemen's Quarterly	121	85	Skin Diver	72
36	Art In America	119	86	The Family Handyman	71
37	Money	119	87	Outdoor Life	71
38	D Magazine	118	88	Mechanix Illustrated	70
39	Sail	118	89	The New Yorker	70
40	Better Homes and Gardens	115	90	Organic Gardening	70
41	Boating	112	91	Texas Homes	70
42	Inc.	112	92	House & Garden	69
43	Popular Photography	111	93	Omni	69
44	Modern Photography	109	94	TV Guide	69
45	Seventeen	109	95	People Weekly	68
46	Ski	109	96	Working Mother	68
47	Trailer Life	107	97	Delta Sky	67
48	Woman's Day	107	98	4 Wheel & Off-Road	67
49	Houston Home & Garden	106	99	Linn's Stamp News	67
50	Esquire	105	100	Venture	67

CONSUMER

Top 100 Consumer Magazines by Circulation Revenue per Copy

1	Endless Vacation	6.39	51	Bicycling	1.75
2	Harvard Business Review	5.00	52	National Wildlife	1.75
3	Velvet	3.94	53	Cosmopolitan	1.73
4	Swank	3.75	54	Cruising World	1.73
5	Oui	3.51	55	Los Angeles Magazine	1.73
6	Chic	3.48	56	Discover	1.69
7	Club	3.48	57	Yachting	1.69
8	Hustler	3.48	58	Model Railroader	1.66
9	High Society	3.38	59	Inc.	1.64
10	Art In America	3.36	60	Highlights for Children	1.59
11	Gallery	3.36	61	Americana	1.58
12	Genesis	3.24	62	American Health	1.57
13	Eros	3.20	63	The Washingtonian Mag.	1.57
14	Club International	3.17	64	Outside	1.56
15	Architectural Digest	3.14	65	Harper's Bazaar	1.54
16	Frequent Flyer	3.08	66	Runner's World	1.54
17	Modern Bride	3.01	67	Popular Computing	1.53
18	Penthouse	3.01	68	National Lampoon	1.52
19	Bride's	2.99	69	American Artist	1.51
20	Cheri	2.99	70	Gourmet	1.51
21	80 Micro	2.95	71	New Woman	1.51
22	Soldier of Fortune	2.86	72	Popular Hot Rodding	1.51
23	Players	2.74	73	Consumers Digest	1.50
24	Mother Earth News	2.71	74	Hadassah Magazine	1.50
25	Audubon	2.67	75	Mademoiselle	1.49
26	Vogue	2.58	76	Video Review	1.48
27	PC World	2.56	77	Shooting Times	1.46
28	PC	2.48	78	Texas Homes	1.46
29	Creative Computing	2.43	79	Country Living	1.45
30	Vanity Fair	2.38	80	Glamour	1.44
31	Playgirl	2.32	81	Science Digest	1.43
32	Playboy	2.31	82	Travel & Leisure	1.43
33	Colonial Homes	2.27	83	Smithsonian	1.42
34	House & Garden	2.25	84	High Technology	1.39
35	Omni	2.21	85	Southern Living	1.39
36	Early American Life	2.20	86	Moody Monthly	1.38
37	COMPUTE!	2.19	87	Self	1.38
38	GEO	2.19	88	Boating	1.37
39	Byte	2.16	89	Fortune	1.35
40	Gentlemen's Quarterly	2.11	90	Science 83	1.35
41	Scientific American	2.09	91	Games	1.34
42	Money	2.01	92	Personal Computing	1.34
43	Forum	2.00	93	The Economist	1.32
44	Sail	2.00	94	Forbes	1.32
45	Life	1.96	95	San Diego Magazine	1.31
46	Easyriders	1.94	96	Texas Monthly	1.31
47	Circus Magazine	1.92	97	Bassmaster Magazine	1.29
48	Heavy Metal	1.88	98	Consumer Reports	1.28
49	Shape	1.81	99	Esquire	1.28
50	Town & Country	1.76	100	Road & Track	1.28

BUSINESS

Top 100 Business Magazines by Ad Revenue per Copy

1	Institutional Investor	21.28	51	Control Engineering	5.16
2	Chain Store Age G.M.E.	15.01	52	Electronics	5.16
3	Bakery Prodctn. & Mktg.	14.67	53	Computer Systems News	5.14
4	Institutional Distrib.	14.35	54	Postgraduate Medicine	5.13
5	Computer Merchandising	13.87	55	Research & Development	5.13
6	Data Communications	13.68	56	Advertising Age	5.05
7	Gifts & Decorative Acc.	13.22	57	Restaurant Hospitality	4.85
8	Bus. & Comm. Aviation	13.17	58	Modern Healthcare	4.79
9	Meetings & Conventions	13.06	59	Telephone Engrn. & Mgt.	4.73
10	Interior Design	12.83	60	Heavy Duty Trucking	4.72
11	Bldg. Supply & Home Ctrs	12.57	61	Adweek	4.71
12	Natl. Home Center News	12.11	62	Drug Store News	4.70
13	Discount Store News	10.40	63	Packaging	4.61
14	Communications News	9.36	64	Amer. Family Physician	4.60
15	Datamation	9.25	65	Elec. Engineering Times	4.49
16	Restaurant Business	9.20	66	Purchasing Magazine	4.49
17	National Jeweler	8.96	67	Consultant	4.46
18	Restaurants & Institns.	8.85	68	Medical Economics	4.30
19	Modern Plastics	8.80	69	Oil & Gas Journal	4.28
20	Hydrocarbon Processing	8.77	70	Chemical Processing	4.26
21	Meeting News	8.15	71	Pensions & Invest. Age	4.22
22	Architectural Record	8.06	72	Design News	4.21
23	Progressive Grocer	7.50	73	Physician's Management	4.20
24	Computer Design	7.35	74	Annals of Internal Med.	4.13
25	Mini-Micro Systems	7.22	75	Plant Engineering	4.12
26	HFD	7.08	76	Electronic Buyers' News	4.00
27	Electronic Business	6.85	77	Modern Medicine	3.98
28	Electronic Design	6.79	78	Physician & Sports Med.	3.76
29	Fleet Owner/Big Fleet Ed	6.69	79	New Equipment Digest	3.75
30	EC&M	6.63	80	The Travel Agent	3.54
31	American Machinist	6.33	81	Industrial Equip. News	3.47
32	EDN	6.26	82	The Office	3.46
33	Consumer Electronics	6.21	83	Patient Care	3.44
34	Chemical Equipment	6.09	84	Mod. Materials Handlg.	3.43
35	Successful Meetings	6.07	85	MD	3.35
36	Nation's Restrnt. News	6.06	86	Machine Design	3.33
37	Hardware Retailing	6.05	87	Diversion	3.32
38	Building Dsgn. & Const.	6.02	88	Hospital Practice	3.29
39	Progressive Architect.	5.90	89	Supermarket News	3.24
40	Power	5.83	90	Telephony	3.23
41	Packaging Digest	5.66	91	Modern Salon	3.20
42	Sales & Marketing Mgmt.	5.53	92	Infosystems	3.18
43	Computerworld	5.49	93	A.C., Htg. & Ref. News	3.07
44	The Blood Horse	5.40	94	Material Handling Engrg.	3.06
45	Computer Decisions	5.37	95	Automotive News	3.05
46	Multichannel News	5.37	96	Chemical Week	3.04
47	Chemical Engineering	5.36	97	Electronic Products	2.89
48	Graphic Arts Monthly	5.28	98	Modern Office Technology	2.86
49	Chem.Mkt.Rep./Chem.Bus.	5.24	99	Billboard	2.82
50	Electronic News	5.21	100	Hospitals	2.76

BUSINESS

Top 100 Business Magazines by Ad Pages per Copy

1 Interior Design	228	51 Progressive Architect.	103
2 The High Plains Journal	221	52 Material Handling Engrg.	102
3 Electronic Design	205	53 Physician & Sports Med.	102
4 Datamation	201	54 Electronic Products	101
5 Postgraduate Medicine	196	55 Modern Office Technology	101
6 Gifts & Decorative Acc.	193	56 Power	100
7 EDN	192	57 Packaging Digest	99
8 Amer. Family Physician	187	58 Restaurant Hospitality	99
9 Mini-Micro Systems	177	59 Successful Meetings	99
10 Computer Merchandising	173	60 National Jeweler	97
11 Design News	169	61 EC&M	96
12 Bakery Prodctn. & Mktg.	167	62 Chemical Processing	95
13 MD	164	63 Computerworld	95
14 Annals of Internal Med.	163	64 Fleet Owner/Big Fleet Ed	95
15 Diversion	163	65 Bus. & Comm. Aviation	94
16 Restaurant Business	162	66 Chemical Equipment	94
17 Computer Design	160	67 Electronic News	94
18 Hospital Practice	160	68 Telephone Engrn. & Mgt.	93
19 Medical Economics	157	69 Consumer Electronics	92
20 Consultant	156	70 Building Dsgn. & Const.	91
21 Institutional Investor	156	71 Mod. Materials Handlg.	91
22 Physician's Management	155	72 Instructor	90
23 Drug Therapy (Office)	151	73 Progressive Grocer	90
24 Electronics	151	74 Chemical Engineering	87
25 Meetings & Conventions	149	75 Modern Plastics	87
26 Modern Medicine	149	76 Packaging	87
27 The Office	149	77 Spectrum Magazine	85
28 Computer Decisions	148	78 Journal of the AMA	84
29 Restaurants & Institns.	148	79 Heavy Duty Trucking	83
30 Data Communications	145	80 Natl. Home Center News	81
31 Graphic Arts Monthly	141	81 Plant Engineering	81
32 Machine Design	132	82 Oil & Gas Journal	80
33 Practical Cardiology	130	83 Chain Store Age G.M.E.	79
34 Hardware Retailing	129	84 New Equipment Digest	79
35 Emergency Medicine	128	85 Nation's Restrnt. News	78
36 The Blood Horse	127	86 New England Jnl. of Med.	78
37 Research & Development	123	87 The Travel Agent	78
38 Hydrocarbon Processing	122	88 Journal of Accountancy	77
39 Bldg. Supply & Home Ctrs	121	89 Hospitals	74
40 Patient Care	117	90 Infosystems	71
41 Communications News	116	91 Advertising Age	69
42 Meeting News	113	92 Builder	69
43 Purchasing Magazine	113	93 Industrial Equip. News	69
44 Electronic Business	112	94 Telephony	69
45 Architectural Record	109	95 Nursing '83	68
46 Control Engineering	109	96 Interface Age	67
47 Institutional Distrib.	109	97 Computer Systems News	66
48 American Machinist	108	98 HFD	66
49 Modern Healthcare	106	99 Modern Salon	65
50 Elec. Engineering Times	105	100 Sales & Marketing Mgmt.	65

BUSINESS

Top 80 Business Magazines by Circulation Revenue per Copy

1 Annals of Internal Med.	3.42	41 Chain Store Age G.M.E.	0.67
2 Interior Design	3.25	42 Spectrum Magazine	0.66
3 Billboard	2.64	43 Engineering News-Record	0.63
4 Sales & Marketing Mgmt.	2.60	44 Nation's Restrnt. News	0.63
5 Interface Age	2.30	45 Adweek	0.61
6 Real Estate Today	2.17	46 A.C.,Htg. & Ref. News	0.61
7 Architectural Record	2.16	47 Oil & Gas Journal	0.60
8 Gifts & Decorative Acc.	1.98	48 Farm Journal	0.57
9 Modern Plastics	1.95	49 Science	0.57
10 Progressive Architect.	1.79	50 Electronic News	0.55
11 Journal of Accountancy	1.55	51 Communications News	0.54
12 Data Communications	1.53	52 Telephony	0.54
13 EC&M	1.50	53 Chemical Week	0.50
14 Flying	1.41	54 Business Insurance	0.45
15 Instructor	1.39	55 Drug Store News	0.45
16 Learning	1.36	56 Successful Farming	0.45
17 Builder	1.29	57 ABA Journal	0.44
18 American Jrnl.of Nursing	1.26	58 The High Plains Journal	0.43
19 Institutional Investor	1.23	59 Telephone Engrn. & Mgt.	0.42
20 American Banker	1.22	60 HFD	0.41
21 Nursing '83	1.17	61 Prairie Farmer	0.41
22 RN	1.17	62 Wallace's Farmer	0.41
23 The Blood Horse	1.13	63 AMM	0.39
24 Publishers Weekly	1.12	64 Chemical & Engrng. News	0.37
25 Chem.Mkt.Rep./Chem.Bus.	1.05	65 Discount Store News	0.35
26 Modern Salon	1.02	66 National Jeweler	0.34
27 AOPA Pilot	1.00	67 Modern Healthcare	0.32
28 Motor	1.00	68 The Farmer	0.30
29 Electronics	0.96	69 Multichannel News	0.29
30 Power	0.95	70 Hoard's Dairyman	0.27
31 Advertising Age	0.91	71 Medical Economics	0.22
32 New England Jnl. of Med.	0.90	72 Supermarket News	0.22
33 Aviation Wk.& Space Tech	0.86	73 Women's Wear Daily	0.21
34 Chemical Engineering	0.84	74 Daily News Record	0.20
35 Chronicle of Higher Ed.	0.80	75 Hardware Retailing	0.16
36 Progressive Farmer	0.73	76 Computer Design	0.12
37 Automotive News	0.72	77 Hospitals	0.11
38 Hydrocarbon Processing	0.72	78 Control Engineering	0.10
39 Computerworld	0.70	79 Journal of the AMA	0.10
40 Pensions & Invest. Age	0.68	80 Iron Age	0.06

Folio:

\$5.00

OCTOBER 1984

THE MAGAZINE FOR MAGAZINE MANAGEMENT

The Folio: Show
Planning Guide



Overlooked opportunity: International licensing for special interest magazines

Making your point with charts and graphs

Verification by phone: Two views

Pagination software: The revolution begins

Bob Guccione—another controversy

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Management

Grads shun publishing, see lack of opportunity, college survey shows... Prentice-Hall to use Brentwood Publishing as base for growth. Page 10.

Circulation/Subscription

Use of costly premiums 'is getting crazy,' claims *Newsweek* exec. Page 22.

Circulation/Single-copy

Cover lines may inhibit newstand sales, *Rolling Stone* tests show. Page 35.

Advertising Sales

Magazine ad revenues set record in 1st half, topping \$2-billion mark. Page 42.

Editorial

Wolfe has 'the right stuff' for *Rolling Stone* serialized novel. Page 58.

Magazine Watch

Institutional Investor sold to Capital Cities... McGraw-Hill broadens electronics coverage with four new titles. Page 70.

Production Workshop

Microcomputers: Although growing, use of the microcomputer as a production tool is still far from its potential. Page 78.

Behind the Lines

Guccione provokes new controversy... Tom Ryder: Country boy with big-city magazine ideas. Page 85.

Point of View

Humor works: Selling ad space by radio By Stephen Flamberg Page 244.

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Page 97

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RENEW YOUR FREE SUBSCRIPTION TO HOSPITALS NOW!
 Fill in the DATA LINE and call our computer
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 1-800-383-5030 IL ONLY

ROTARY MAIL & ADDRESS CHANGE:
 The computer will be mailed number

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Page 129

FEATURES

International licensing for special-interest magazines

By Lee Boaz Hall

Monthly or bimonthly special-interest magazines of less than 500,000 circulation can be successfully and profitably licensed abroad. Page 90.

Visual persuasion

By Jan White

Charts and graphs can do more than state the facts, says the author. They can also express opinion. Page 97.

Verification by phone: Two views

By Jim Fischer

and Mary E. McKillip

BPA's new amendment on direct request verification upgrades telecommunications as a source, opening up new options for publishers. Page 106.

The FOLIO:Show Planning Guide

A subject-by-subject guide to seminars and exhibitors to plan your visit to this year's FOLIO:Show. Page 113.

The FOLIO:Show Exhibit Directory

A guide to the exhibitors at this year's FOLIO:Show—who they are, where to find them, and the products and services they offer. Page 129.

COLUMNISTS

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are already forcing publishers in the United States to print their magazines out of the country. Massimino added that he has been trying, without success so far, to form a task force of publishers, printers, and printing union representatives that could lobby in Washington, D.C., to keep international rates down.

Terminal dues make up the money a nation's postal system pays a second nation's system if the first country sends more mail by weight to the second country than it receives. Currently, the USPS pays countries receiving its mail about 83 cents for each surplus pound. If monetary exchange rates were to remain unchanged after the increase in the terminal dues, the USPS would pay about \$1.20 for each surplus pound.

Edward McCaffrey, assistant postmaster general for the rates and classifications department at USPS, said in an interview that compared with the previous increase in the dues, the 45 percent hike "is not too bad." The Universal Postal Union, which meets every five years, increased the terminal dues by 267 percent at its 1979 conference.

McCaffrey said the latest hike in the dues will not be reflected in the rate increases for international mail the USPS expects to put into effect in the spring of 1985. It won't be until the fall of 1985, he said, that the postal service will decide whether the increased terminal dues warrant another rate increase or whether the postal service can absorb the dues hike, at least temporarily.

Currently, the postal service annually pays about \$100 million in terminal dues, about 8 percent to 10 percent of the USPS' total cost of handling international mail.

The USPS-supported resolution that failed at Hamburg would have split international mail into one class for smaller pieces, such as letters, and a second class for larger pieces, such as magazines and books. The second class would have been assigned lower per-pound terminal fees to reflect the lower cost per pound of delivering such mail.

McCaffrey said that, despite the support of nine net mail exporters (countries that export more mail by weight than they receive from foreign countries) and a few of the net importers (countries that import more mail than they export), most of the net importers voted against the measure and it was defeated.

About 150 countries participate in the conferences. Net exporters tend to include the developed nations whereas net importers tend to be third world nations that lack large publishing industries.

The United States has a separate agreement to cover its surplus mail sent to Canada. The United States and Great

Britain, which have mail balances that vary year by year, have agreed not to charge each other terminal dues.

Lineal commented that the proposal to split mail into two classes was a good idea.

BPA says no newsstand sales are qualified

New York City—An amendment of a Business Publications Audit of Circulation (BPA) rule voted on by the BPA board of directors excludes all newsstand sales by its business publication members from qualified circulation, explained Maxx MacConnachie, vice presi-

dent and general manager.

The change is really a "clarification," MacConnachie said, of a former rule in which BPA allowed selected newsstand sales to be considered qualified circulation. It was recommended to the board by BPA's Media Managers Advisory Committee, a group of 15 media planners.

"The newsstand is the primary device for consumer magazines to get into the marketplace," MacConnachie explains, but for business magazines that are creating a medium for specific business people, qualified circulation has to be either paid subscriptions or controlled circulation going to specially

15 magazines overstate circulation

Magazine	Audit period	Total paid (publisher's statements)	Total paid (audit report)	Difference	Percentage difference
United States					
<i>Four Wheeler</i>	6/30/83	113,372	109,352	-4,020	-3.55
<i>Genesis</i>	6/30/83	281,993	273,720	-8,273	-2.93
<i>*Heavy Metal</i>	6/30/83	204,158	194,751	-9,407	-4.61
<i>Hit Parade and Song Hits Combination</i>	6/30/83	196,965	190,564	-6,401	-3.25
<i>Iron Horse</i>	6/30/83	151,506	145,375	-6,131	-4.05
<i>Muscle & Fitness</i>	12/31/82	283,327	275,738	-7,589	-2.68
<i>National Lampoon</i>	6/30/83	453,681	427,645	-26,036	-5.74
<i>Oregon Magazine</i>	12/31/83	25,761	25,020	-741	-2.88
<i>Palm Beach Life</i>	12/31/83	14,602	14,216	-386	-2.64
<i>Shape</i>	12/31/82	216,001	204,012	-11,989	-5.55
<i>Soap Opera Digest</i>	12/31/82	624,229	598,034	-26,195	-4.20
<i>Soldier of Fortune</i>	12/31/82	204,296	198,536	-5,760	-2.82
<i>Southern Outdoors</i>	6/30/83	205,714	200,023	-5,691	-2.77
<i>Wisconsin Sportsman</i>	6/30/83	75,504	73,603	-1,901	-2.52
Canada					
<i>Pacific Yachting</i>	6/30/83	18,348	17,416	-932	-5.08

United States					
<i>American Handgunner</i>	12/31/83	119,746	122,645	+2,899	+2.42
<i>Horticulture: The Magazine of American Gardening</i>	12/31/82	103,705	116,036	+12,331	+11.89

*Resignation Audit.

Fifteen of the 138 magazines whose Audit Bureau of Circulations (ABC) audit reports were released during the second quarter of 1984 were found to have overestimated their circulation by 2 percent or more, according to ABC officials.

The listing compares ABC magazine audits with publishers' statements and marks instances where the difference is at least 2 percent either way.

Three magazines were found

to have overestimated their circulations by more than 5 percent: *National Lampoon* overestimated by 5.74 percent, *Shape* by 5.55 percent and the Canadian magazine *Pacific Yachting* by 5.08 percent.

ABC found that two publications underestimated their circulations by more than 2 percent. *Horticulture: The Magazine of American Gardening* underestimated its circulation by 11.89 percent and *American Handgunner* by 2.42 percent.

of magazines unloaded at the trains.

At press time, USPS had not yet arrived at a formal procedure for *The New Republic*, but postal officials said they were sure something would be worked out.

Meanwhile, Phillips said, bringing the magazines to the trains has allowed subscribers in the West to get the magazine on Monday or Tuesday after the date of publication, or two to six days earlier than when the magazines were simply mailed from the post office. Subscribers in the New York City suburbs get their copies on the Saturday after publication and subscribers in New York City itself on the Monday after publication—again improvements over the past service.

The arrangement also doesn't entail any extra work for *The New Republic's* printer, because the magazines were sorted by region even in the past when they were taken to the post office. Also, the train station is next door to the post office, so the trip there is the same distance for the trucks to travel.

Phillips said the arrangement actually saves handling effort for the postal service.

Charles Pace, a postal consultant, said that in the late 1960s when he was working with *The Wall Street Journal*, meeting the train was popular with daily and weekly publications, but in recent years the practice seems to have largely disappeared as trains became a less popular means of transportation.

Postal officials commented that *The New Republic's* arrangement is similar to the USPS' "plant load" service, where postal service trucks go to the mailers' plant so they can be loaded with outgoing mail. Postal officials also commented that because the arrangements are worked out by local post offices and local mailers, they could not tell how many such arrangements were in existence.

Magazines ignore their own medium when buying promotional ads

New York City—Magazine publishers have their salesmen pounding on prospects' doors to sell ad space and the Magazine Publishers Association touting the effectiveness of magazines as ad vehicles, but one direct marketing executive notes that these same publishers don't heed the message they are preaching to others when it comes to circulation promotion.

"It's ironic that the people who don't use print advertising are the publishers," said Peter Gelb, executive vice president of the New York-based direct marketing firm of Bloom & Gelb, at a recent workshop sponsored by the Cir-

49% of 'time-value' publications delivered late

Publication delivery box score:
Weekly 'time-value' publications
January-June 1984

Market area monitored	On time	One day late	Later
Composite average	51%	29%	20%
Atlanta	54	31	15
Austin/San Antonio	49	32	19
Baltimore	35	35	30
Boston	40	36	24
Buffalo	64	30	6
Chicago	56	31	13
Cincinnati	51	27	22
Cleveland	38	40	22
Columbus, Ohio	75	13	12
Dallas	49	30	21
Denver	27	36	37
Detroit	68	25	7
Grand Rapids	78	18	4
Greensboro	45	24	31
Hartford	59	24	17
Houston	25	41	34
Indianapolis	60	16	24
Kansas City, Mo.	54	31	15
Los Angeles	53	26	21
Memphis	59	30	11
Miami	48	35	17
Milwaukee	63	28	9
Minneapolis	61	27	12
Nashville	56	32	12
New Orleans	18	20	62
New York City	61	26	13
Philadelphia	42	36	22
Phoenix	44	22	34
Pittsburgh	53	34	13
Portland, Ore.	41	29	30
Reno	42	36	22
St. Louis	57	27	16
Salt Lake City	20	31	49
San Diego	69	19	12
San Francisco	54	23	23
Seattle	49	16	35
Tampa	45	36	19
Tulsa	56	25	19
Washington, D.C.	63	22	15
Wichita	69	20	11

*Including other U.S. cities and SCFs not listed.

Data based on experience of 27 weekly business and consumer publications accounting for 1,500,000 copies in the mail each week and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry.

SOURCE: RED TAG NEWS PUBLICATIONS ASSOCIATION, INC.

During the first six months of 1984, 51 percent of weekly "time-value" publications were delivered on time. This is the same percentage as was delivered on time during the last six months of 1983 and 2 percentage points less than the 53 percent of monitored publications that were delivered on time during the first six months of 1983.

Of the major cities listed, the best on-time delivery records for the first six months of 1984 were reported in Grand Rapids (78 percent), Columbus (75 percent) and San Diego (69 percent). Cities listed with the lowest percentages of on-time delivery were New Orleans (18 percent), Salt Lake City (20 percent) and Houston (25 percent).

Compared with the second half of 1983, 17 of the cities listed experienced an increase in on-time delivery.

57% of ordinary second class publications delivered late

Publication delivery box score:

Ordinary second class and controlled circulation publications
April-June 1984

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	23%	20%	31%	14%	8%	4%
Boston (Area 021)	25	22	28	10	9	6
Boston (Area 022)	11	22	56	11	0	0
New York (Area 100)	5	19	29	20	21	6
Buffalo	25	18	37	14	2	4
Pittsburgh	10	8	43	22	10	7
Philadelphia	10	9	40	21	16	4
Washington, D.C.	18	41	28	7	3	3
Atlanta	23	18	28	11	14	6
Miami	56	27	9	7	1	0
Memphis	25	1	40	19	6	9
Cincinnati	24	21	38	9	3	5
Detroit	22	15	30	18	10	5
Milwaukee	27	15	34	15	9	0
Minneapolis	34	30	25	7	4	0
Chicago	19	25	35	11	4	6
New Orleans	21	10	48	10	3	8
Dallas	29	30	18	11	10	2
Houston (Area 770)	35	15	35	13	2	0
Denver	18	11	39	22	5	5
Salt Lake City	26	3	29	13	10	19
Los Angeles	30	26	28	12	2	4
San Francisco	49	17	14	9	10	1
Seattle	32	10	31	10	10	7

*INCLUDING OTHER U.S. CITIES AND SCPS NOT LISTED

SOURCE: RED TAG NEWS PUBLICATIONS ASSOCIATION, INC.

Service improved by 9 percentage points overall for ordinary second class publications in the second quarter of 1984 compared with the first quarter of the year. For all cities monitored, the combined percentage of publications delivered on time (service standard) or sooner (better than service standard) was 43 percent in the second quarter compared with 34 percent in the previous quarter.

culation Council of the Direct Marketing Association Inc.

Sharing the podium with Suzanne Ghosh, a vice president and account supervisor at Bloom & Gelb, during a session on how to use print, radio and television in circulation campaigns, Gelb pointed to two reasons why magazines didn't use print when they were trying to generate subscriptions. He said the cost per thousand readers is often so high in magazines that the magazine seeking subscriptions is priced out of the market. Also, he said, print media buying requires special expertise not always found in most magazine circulation departments.

However, by using print for subscription ads, Gelb said, publishers can take advantage of highly segmented markets, the built-in response vehicle of coupons and a pay-up rate often better than that of direct mail—the same ad-

vantages publishers tout to those outside the business.

Some magazines run ads in other publications by trading space, but Gelb said this often runs into problems. Sometimes the magazine that is willing to trade space is not the best publication for the ad, he noted. Also, the ads used are often former house ads that were not well done originally.

Gelb advised that when a magazine creates a house ad, it should be done with the same care as if it were going to run in another publication. This pays off, Gelb pointed out, because someday it may indeed be lifted and put in another magazine. Also, even if the ad appears only in the magazine's own book, it still has to sell a relatively tough audience.

"You're not going after your loyal 20-year readers, but after pass-along and single-copy readers," Gelb asserted.

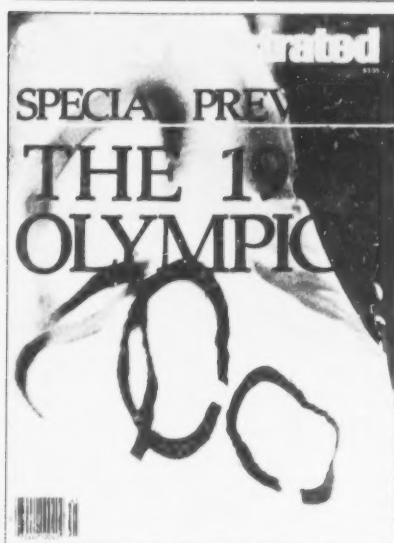
Use of premiums 'getting crazy'

(Continued from page 22)

television and radio news, *Time* is giving away radios as premiums. The radios neither relate to nor remind the reader of the magazine.

The *Newsweek* executive said *Money* (another Time Inc. publication) had the right idea when it gave out booklets on personal money management. One of the premiums on subscriptions *Newsweek* is currently offering is a checkbook holder with a built-in mini-calculator bearing the *Newsweek* logo.

Asked after his talk if the premium related to the magazine, Bergman confessed that *Newsweek* has also been guilty of having premiums that don't relate to its product. He added that it's hard to reform quickly when there are competitive pressures.



Weighing in at two pounds, the July 18 issue had 540 pages—about half ads.

to paying \$46,110 for a black-and-white page and \$71,935 for four-color, the advertisers had to purchase a VIP package at \$17,000 a page, which entitled each of them to have eight guests at the Olympic Games in Los Angeles for four days and three nights. They did have to pay their own transportation costs, but were picked up at the airport.

The previous high revenue figure for a single issue, according to Thomas J. Hickey Jr., advertising sales manager, was the \$14,716,516 produced by the November 1982 issue of *Reader's Digest*. This number was confirmed within \$35 by Publishers Advertising Reports. However, the \$23,717,359 revenue figure for *Sports Illustrated* could not be confirmed, as Publishers Advertising Reports had not yet verified it for the Publishers Information Bureau. Nevertheless, *Sports Illustrated* used the \$24-million figure in an ad that was PIB-footnoted.

Coen sees a 15% rise in magazine ad revenue in '84; MPA sees more

New York City—Madison Avenue media maven Robert J. Coen stepped back in mid-year for his second look at the economy and the advertising business and found things even better than he had last December. He upped his forecast on the increase in magazine ad revenues for 1984 from 14 percent to 15 percent, for a total of \$4.85 billion.

Coen, a senior vice president of McCann-Erickson, said that as a result of the improved economy, even trade publication volume "is finally beginning to turn upward."

When asked about the Coen pre-

diction, Marianne Howatson, senior vice president of the Magazine Publishers Association, said she thought the figure was low, and that the increase would be 16 percent to 17 percent, and maybe more. And she sees an 8 percent to 9 percent gain in pages for the year.

Coen made his prediction at his semi-annual briefing for investment analysts, and told them that total adver-

tising expenditures in the United States this year would be more than \$87 billion, a gain of 14.9 percent over 1983. His earlier estimate of the increase had been 13.8 percent.

"The improving economy and pent-up consumer demand," he said, "combined with the extra added election and Olympic stimuli, will make 1984 an outstanding year for the adver-

Revised advertising outlook for 1984

	% over 1983	(\$000,000)
Magazines	+ 15.0	\$4,850
National newspapers	+ 10.0	3,010
Network television	+ 16.0	8,125
Spot television	+ 13.5	5,445
Cable TV	+ 20.0	385
Radio	+ 15.0	1,530
Direct mail	+ 14.0	13,480
Other national	+ 13.0	11,665
Total national	+ 14.0	48,490
Total local	+ 15.9	38,630
Grand total	+ 14.9	\$87,120

Source: Robert J. Coen, McCann-Erickson

Expectations for magazine ad revenue growth in 1984 increased from 14 percent to 15 percent above 1983 when Robert J. Coen, senior vice president of McCann-Erickson, did his mid-year forecast for the media. His first forecast was made in December 1983. Ad sales for all media are now expected to be 14.9 percent greater than last year, versus 13.8 percent originally predicted.

Product category changes Media expenditures First quarter 1984 vs. first quarter 1983

	Net TV	Spot TV	Magazines	Total 3 media*
Foods	+ 27%	+ 6%	+ 8%	+ 17%
Toiletries	+ 6	—3	+ 27	+ 8
Automobiles	0	+ 46	+ 24	+ 19
Drugs/remedies	+ 13	+ 27	+ 18	+ 15
Cleaners/waxes	+ 9	—17	+ 41	+ 2
Candy/soft drinks	+ 17	+ 3	+ 39	+ 12
Restaurants	+ 45	+ 23	—20	+ 29
Cigarettes	—	—	—8	—8
Apparel	+ 44	+ 21	+ 35	+ 36
Beer	+ 6	0	—39	+ 2
Pet foods	+ 39	+ 12	+ 31	+ 27
Insurance	+ 2	+ 19	—3	+ 6
Liquor	—	—	—8	—8
Utilities and communications	+ 104	+ 58	+ 55	+ 78
Home electronics	—60	—57	+ 38	—49
Airlines	+ 54	+ 37	—17	+ 30
HH furnishings	+ 24	+ 6	+ 11	+ 11
Major appliances	+ 25	+ 33	+ 63	+ 37
Records/tapes	+ 386	0	+ 332	+ 44
Resorts/tours	—17	+ 51	+ 25	+ 20
Computers	+ 33	—6	+ 68	+ 40

Source: Robert J. Coen, McCann-Erickson

*Figures represent weighted averages of total expenditures in the three media.

"National advertising budget increases have been strong across most product categories," Coen said, "with computers, automobiles and other high-ticket and discretionary products returning to heavier promotion schedules."

tising industry in the United States." He said national advertising budget increases have been strong for most product categories, with computers, automobiles and a number of other high-ticket and discretionary products returning to heavier promotion schedules.

Coen noted that the largest gains over 1983 were being posted by local retailers and classified advertisers. "After years of sluggish sales levels," he said, "retailers are enjoying significantly improved sales performance and they are optimistic about the future. Linage for classified, real estate, help wanted and automotive categories have been recovering for months, but additional expansion is foreseeable for the rest of this year and into 1985."

The forecaster said that the climate of business optimism dictates that momentum alone will contribute to another very good year for the advertising industry in 1985. "Advertising growth," he said, "will be significantly better than economic growth in 1985."

In addition to the 15 percent growth in magazines, Coen predicted a 10 percent growth in national newspapers, 16 percent for national television, 13.5 percent for spot TV, 20 percent for cable TV, 15 percent for spot and network radio, 14 percent for direct mail and 13 percent for other national media (trade, outdoor, etc.).

Reporting also on advertising trends and expectations for other major countries around the world, Coen said, that "after a number of years of sluggish ad growth in many countries, a significant degree of improvement now appears to be developing." For the rest of the world, he sees a 1984 increase of 8 percent, to a total of \$66.5 billion, and an additional 10 percent growth next year, to \$73.3 billion.

Gralla raises rates in June, during 'quiet time' of year

New York City—Although most advertisers place their print advertising schedules based on a calendar year, Gralla Publications likes to make its rate adjustments effective at mid-year, giving advertisers plenty of time to absorb the new rates in their planning process, according to Lawrence Gralla, president of the trade publishing company.

Some advertising rate experts agree that earlier is better, but question the benefit of making rate changes out of kilter with standard advertising contracts.

Of Gralla's sixteen national business magazines, nine, including most of the company's larger ones, are on a June 1 rate adjustment cycle,

Gralla said. Those nine magazines were for the most part launched by Gralla Publications. The remaining seven are magazines that the publisher acquired, which usually had a January 1 rate adjustment cycle already in place and were left that way.

"By timing this rate increase for June 1 on the majority of our magazines, we simply get the rate adjustment onto the books at a quiet time of year, when most advertisers have their programs in progress," Gralla explains. "They can examine the new rate during the summer and fall, before making commitments for the next calendar year."

Publishers of both consumer and

trade magazines generally announce January rate increases in mid- to late summer, so that advertising schedules commencing after January 1 fall under the new rates. Under Gralla's system, advertisers who place a schedule before the June 1 effective date are protected from the rate increase for the life of the contract. An increase announced for June 1984, for example, will not affect most advertisers until January 1985, when they place a new advertising schedule for calendar 1985.

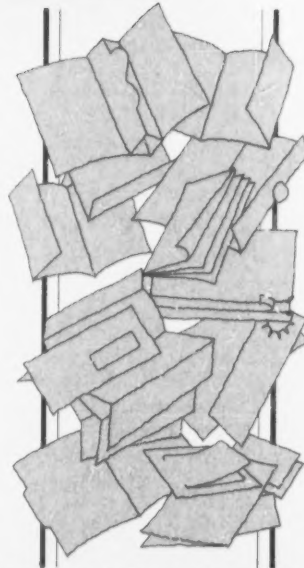
David Orlow, a magazine consultant specializing in advertising rates, said he saw pros and cons to Gralla's system. "I don't think it's particularly strong to have a rate increase and say

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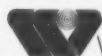
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"You won't have to pay it for six months," he says. It is good to give advertisers plenty of time to incorporate higher rates into their budgeting process and it may be good psychologically to "sneak a rate increase through when no one is looking," he adds, but "the price Gralla's paying is that it doesn't see much of the increase that year" because of the protection, Orlow says.

Consultant Dave Hagenbuch emphasized that, although the rate timing is "just a difference in publishing and rate philosophy," it may matter little, because most advertisers "don't buy space on the basis of rates."

"It is not our practice to use the forthcoming rate announcement as a sales tool," Gralla agrees. "That is, most of our sales staff . . . are not in the practice of urging advertisers to make advance commitments to 'beat the rate increase.' Our sales staff concentrates on the values in the magazine, market and audience," he says.

Ad reproduction no. 1 qualitative factor in advertisers' mag choice

New Canaan, Conn.—Cost efficiencies of comparable magazines being equal, the reproduction quality of advertisements in magazines is rated by corporate ad directors as the number one factor influencing their decisions to buy space in particular magazines.

This finding is the result of a survey of 190 senior marketing executives of top advertiser companies conducted by the Media Products Division of the Folio Publishing Corporation. The executives were asked to rank 47 different qualitative, non-cost factors affecting their buying decision by "Most Often Considered" and "Most Important."

Following ad reproduction quality in the top-10 list of most important factors are facing editorial, audited circulation, availability of syndicated audience research, opinion/recommendation of ad agency, underdelivery of rate base, audience duplication with other publications, separation from competitors, whether the publication is new or established and far-forward positioning.

The five factors considered least important are editorial awards won, custom-printing services, publication's political viewpoint, specific columnists and total pages an issue.

The results of the survey are contained in the premier edition of *The Folio: AdGuide*, a detailed analysis of 1983 magazine advertising by product category.

Responses varied when broken down into each of the 15 product cate-

10 most important non-cost factors cited by advertisers in magazine selection

Highest possible score = 760

Factor	Point Score
Ad reproduction quality	633
Facing editorial	568
Circulation audited	566
Syndicated audience research	554
Opinion/recommendation of ad agency	548
Underdelivery of rate base	534
Audience duplication with other publications	522
Separation from competitors	516
If publication is new or established	509
Far forward	490

5 most important non-cost factors cited by advertisers in magazine selection

Highest possible score = 760

Factor	Point Score
Editorial awards won	222
Custom printing services	229
Publication's political viewpoint	251
Specific columnists	253
Total pages per issue	278

gories represented in the *AdGuide*. The opinion/recommendation of ad agency, for instance, is considered the most important factor by advertisers in the personal computer, liquor and automotive categories.

Advertisers in the apparel and accessories area pay more attention to visible positioning of ads in and around pertinent editorial material, the survey shows, with circulation/readership fac-

tors also making a strong showing.

In the beer and wine category, ad reproduction quality heads the list of most-often considered factors, followed by ad positioning and audience research. In the food category, audience documentation and ad positioning dominate the thoughts of advertisers. And in the household goods and equipment category, it's frequency of publication that's important.

The Folio:400/1984

THE MAGAZINE FOR MAGAZINE MANAGEMENT

\$25.00

1.TV GUIDE 2.TIME 3.PEOPLE WEEKLY 4.NEWSWEEK 5.READER'S DIGEST 6.SPORTS ILLUSTRATED 7.FAMILY CIRCLE 8.GOOD HOUSEKEEPING 9.WOMAN'S DAY 10.NATIONAL ENQUIRER 11.BUSINESS WEEK 12.NATIONAL GEOGRAPHIC 13.PLAYBOY 14.BETTER HOMES AND GARDENS 15.PARADE 16.U.S. NEWS & WORLD REPORT 17.PENTHOUSE 18.COSMOPOLITAN 19.MCCALL'S 20.LADIES' HOME JOURNAL 21.FORTUNE 22.THE STAR 23.FORBES 24.FAMILY WEEKLY 25.GLAMOUR 26.THE NEW YORK TIMES MAGAZINE 27.VOGUE 28.REDBOOK MAGAZINE 29.SOUTHERN LIVING 30.MONEY 31.THE NEW YORKER 32.LIFE 33.SMITHSONIAN 34.GLOBE 35.SUNSET 36.PREVENTION 37.EBONY 38.MADEMOISELLE 39.FIELD & STREAM 40.COMPUTERWORLD 41.ARCHITECTURAL DIGEST 42.SEVENTEEN 43.NEW YORK MAGAZINE 44.HUSTLER 45.PARENTS 46.GOLF DIGEST 47.JET 48.POPULAR MECHANICS 49.POPULAR SCIENCE 50.CONSUMER REPORTS 51.ROLLING STONE 52.BON APPETIT 53.BARRON'S 54.TRAVEL & LEISURE 55.POPULAR PHOTOGRAPHY 56.HARPER'S BAZAAR 57.BYTE 58.OMNI 59.ESQUIRE 60.SELF 61.HOUSE BEAUTIFUL 62.INC. 63.CAR AND DRIVER 64.MODERN MATURITY 65.WOMEN'S 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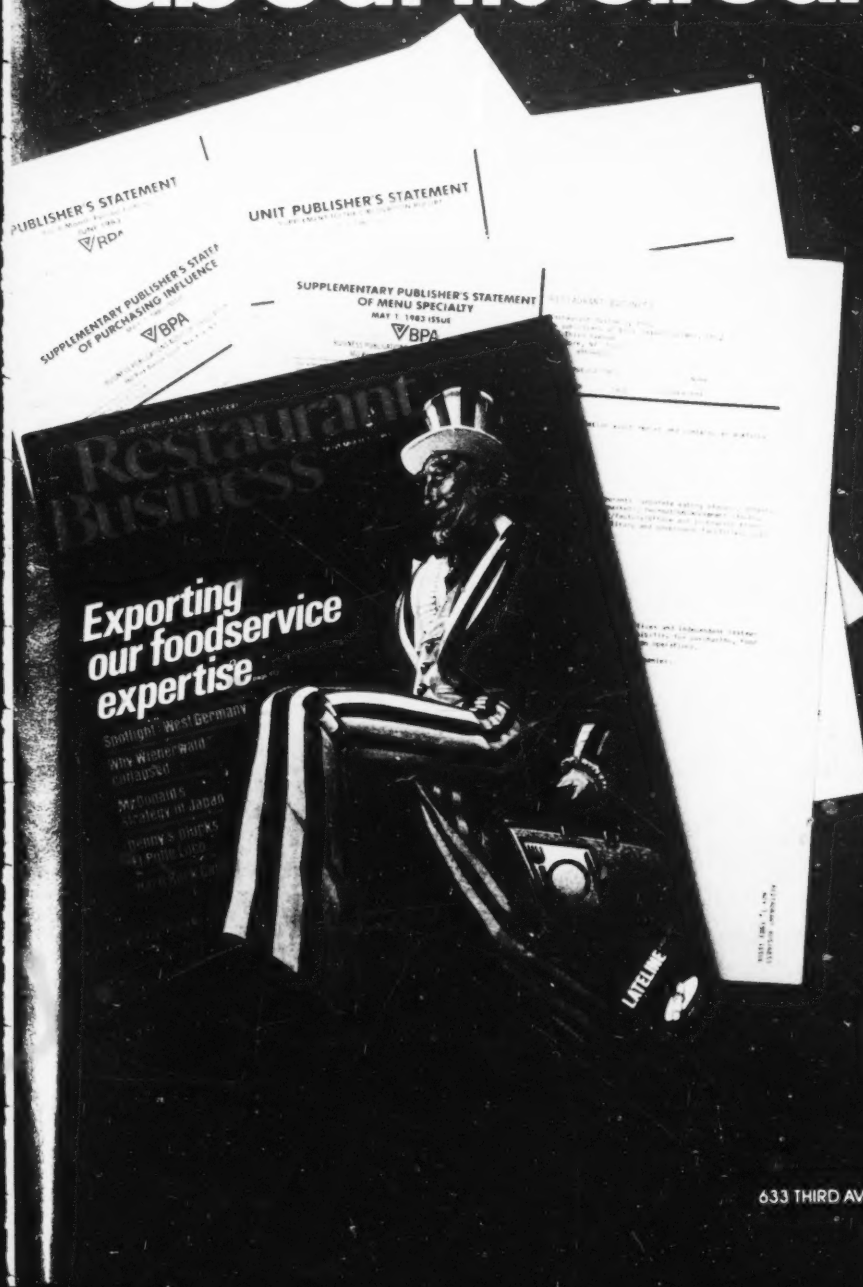
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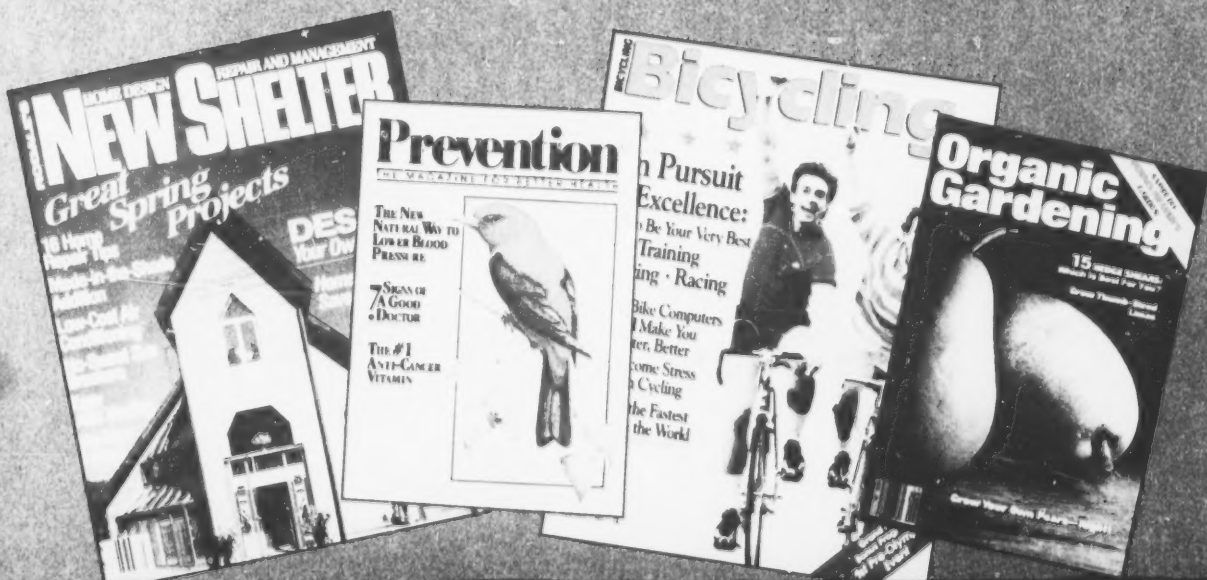


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40 trade publications cover home furnishings...



A new merchandising image

hfd

THE WEEKLY
HOME
FURNISHINGS
NEWSPAPER

Ringel steps down at Burlington unit

Industry caught by surprise

By LYNN BERGSON

NEW YORK—V. V. Ringel has stepped down as president of Burlington's domestic division, and will serve as a consultant to the company's home furnishings operation.

Mr. Ringel, 57, has been with Burlington since 1964, when he was named vice president for the company's home furnishings division. He had been in charge of Burlington's home furnishings division since 1974, when he was named president of the division. He was named president of the division in 1974, when he was named president of the division.

The company hopes to appoint a successor to the domestic unit by the end of the year.



Portrait of V. V. Ringel, president of Burlington's domestic division.

WARD'S HOME STORE

By THE STAFF

COLORADO SPRINGS—Ward's Home Store is making the most of the new merchandising image.

Ward's has been in the business for 10 years, and is now in its 11th year. The company has been successful in its merchandising efforts, and is now in its 11th year.

Inside

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*****STRIP*****

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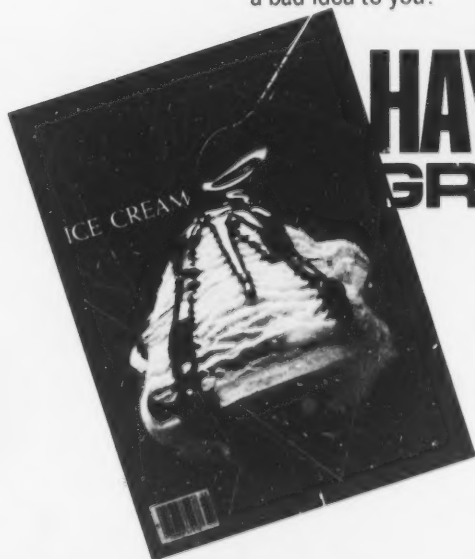
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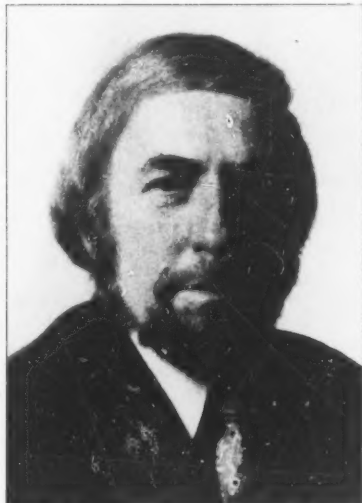
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Breaking new ground



Ira Ellenthal
Publisher, *The Folio:400*
Folio Publishing Corporation

Cleaner, sleeker, easier to access, more analytical. That's a quick summation of how the 1984 *Folio:400*, now in its sixth year, differs from previous issues. In our estimation — and we hope in yours — this edition is reflective of a new level of maturity for the 400, a product *The New York Times* last year described as "the magazine industry's equivalent of the *Fortune 500*."

Much of what's new and different about this year's 400 is directly attributable to Bob Hogan, our editorial director,

who joined us last fall from Ally & Gargano, where he was a vice president. Drawing on this background, as well as his experience with another agency, Compton, Hogan threw himself into the creation of our other highly regarded annual, *The Folio:AdGuide*, and into fine tuning *The 400*. While the strain of producing two annuals with a combined folio of more than 1,000 pages has shown on Hogan's face once or twice — he thinks it has had more to do with breaking a two-pack-a-day cigarette habit — he has performed admirably.

His approach to fine tuning *The 400* has been reminiscent of zero-base budgeting. Convinced he knew what agency and client executives wanted — and didn't want — Hogan essentially started from scratch. Putting himself in the shoes of the reader, shoes he had himself worn, he combed the product for extraneous elements, rooted them out and substituted innovations he deemed more valid.

It is certain that most of the additions will earn reader approbation, but we think the one that will be greeted most warmly is the inclusion of a cover on each of *The 400's* market sections. With brief, cogent headlines and interpretative reporting, these covers crystallize the highlights of

the statistical presentations that follow. Given *The 400's* aim to provide quick overviews of who's hot and who's not in magazine markets, the covers should go far toward helping the reader focus on performances and trends worthy of special note.

Another readily apparent change — and this one was a purely publishing, not an editorial, decision — has to do with the cleaner, more accessible presentation of the product. Last year, *The 400* had a greater number of special advertising units. As a result of some strong criticism from readers, a few of whom disliked what they described as an overabundance of special advertising, we "bit the bullet" and limited such insertions. Candidly, it was a decision we preferred not to make, for obvious reasons; just as candidly, however, it was good publishing sense for us to be responsive to the input of readers. It has always been that way at FOLIO and it always will be.

Our own sense of pride notwithstanding, how well we have done our job in 1984 is not for us to assess. The final judgment, of course, lies with the reader. That's one of those plain publishing truths we wouldn't have any other way, even if we could. So let us know. □

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Asking the right questions



Robert W. Hogan
Editorial Director
Media Products Division
Folio Publishing Corporation

Let's face it: Numbers can be frustrating. They can be especially so when wielded by advertising, marketing, and publishing people. We use them to inflate or deflate, attack or defend, agree or disagree. Sometimes we do all these things at once, using the same numbers. Perhaps that is why many respected denizens of our strange world have issued a call to look beyond the numbers when evaluating research and media. Costs-per-thousand in particular have fallen from favor, in spirit if not in practice. They will always be an integral part of media analysis, as well they should. But the community has recognized that numerical gospels need to be tempered by good judgment, even though that quality rivals only beauty for residing in the eye of the beholder.

You may wonder why I am going on this way about numbers while poised on the threshold of nearly 500 pages of them. The reason is that I have made an important discovery: Numbers can be remarkably enlightening when you are not expecting them to make decisions for you. They can

lead you to ask the right questions. They can stimulate thought and inspire theory.

In examining revenue and circulation figures for each of 400 magazines, I was struck by the interactive nature of these data. When you come right down to it, these measurements and their six basic components constitute a magazine's "ecosystem". A change in one of them always causes a change in the others. Observing the dynamics of this structure can lead one to some interesting questions.

In going over one magazine's data for 1983, I noticed that despite a relatively flat year in ad pages and circulation versus 1982, our report showed that the book's advertising revenue had increased substantially. My staff and I double- and triple-checked the numbers and calculations, but still came up with the same scenario. Of course, this meant that an equivalent ad rate increase was responsible for the hefty ad revenue bump. It didn't take a genius to figure that out. A check of the ad rates we had for the publication in our computer revealed the increase.

This was all pretty cut and dried, but it got the old ad agency man in me thinking, a dangerous (if not infrequent) occurrence. In a relatively stable year for ad rates, was it likely for a magazine to boost its rates by so much with no corresponding hike in circulation, yet retain roughly the same ad page count? Three theories came to mind: 1) we had a wrong number or two in our computer; 2) the magazine had gone after a new audience, hence a new pool of advertisers; or 3) the book had made no audience changes, but had some pretty loyal advertisers.

Theory #1, preposterous as it might be, could be quickly

checked with a phone call to the publisher. As for #2, that was also unlikely, given no one had heard or read of any such strategic change. But #3 was intriguing. If correct, what would that indicate about advertisers' perceived value of the magazine? Or, going one step further, what would it say about the quality of the readers? And what does readership quality say about the magazine's editorial package? If I were an advertiser or agency executive competing in a market for which this publication was an appropriate vehicle, I would want to give these considerations some serious thought and discussion.

As it turned out in this particular case, there had been a long-delayed rate increase that most advertisers considered both warranted and reasonable. Far more enlightening, however, was the way in which valuable qualitative considerations arose from the quantitative stew. All too often, it is the other way around.

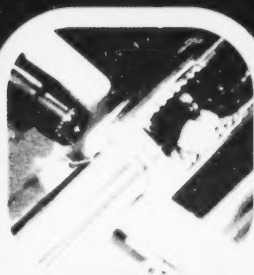
There were many other instances of circulation and revenue data leading to other key questions. A frequent one was in the subscription area. If a magazine's subscription circulation increased slightly from a year ago, but its subscription revenue grew three times as fast, did this mean the magazine was too valuable to subscribers to let a few extra dollars stand in the way? Or, in the reverse case of more subscription circulation and fewer subscription dollars, did this indicate that a magazine was buying its circulation via heavy discounting? What are the implications of either case on one's advertising?

The Folio:400 will not tell you everything you ever wanted to know about the top magazines in the country. But it will help you ask the right questions about them. And that is half the battle. □

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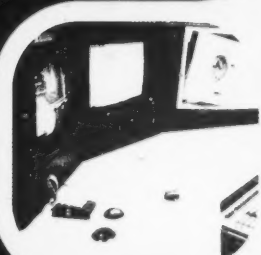
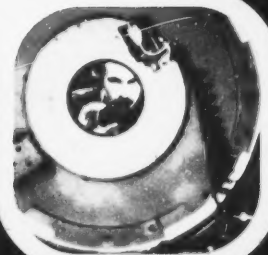


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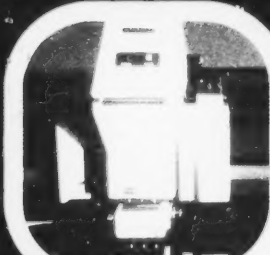


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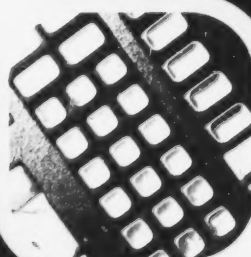
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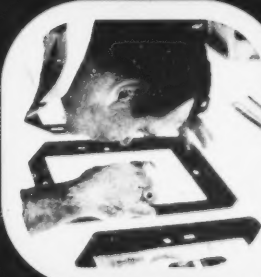
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The year of the magazine



William F. Gorog
President
Magazine Publishers Association

It didn't take an Orwell to predict that 1984 would be an election year, a leap year and an Olympic year. But the MPA predicts it will also end up The Year Of The Magazine.

Magazines are enjoying unprecedented health and vitality in every category by which they are measured—editorial, circulation, advertising revenues and pages. Witness the following:

- Circulation for ABC audited magazines topped 300 million copies per issue for the first time in 1983, averaging 305.1 million per issue for the year. While subscription circulation grew to 221.3 million, single copy circulation dipped slightly, to 83.8 million per issue. Both existing and new titles have satisfied the American public's demand for more magazines and more reading.

- 94% of all U.S. adults read an average of 9.6 different magazine issues in the course of a month. And they are paying more to buy their favorite magazines. In 1983, the average single-copy price rose to \$1.97 and the average annual subscription rate hit \$21.53. So more people are reading more magazines than ever before and paying more of the costs to produce them. This of

course helps keep the cost to advertisers down.

- In the first six months of 1984, advertisers spent \$2 billion in MPA magazines measured by PIB. To put this growth in perspective, consider that it was not until 1977 that the annual magazine expenditure reached the \$2 billion mark.

- In 1983, advertising revenues of these magazines increased to \$3.9 billion—up 14.9% over 1982—as advertisers ran a record total of over 133,000 pages.

- Also in 1983, the top 100 television advertisers increased their magazine advertising by a phenomenal half billion dollars, or 22% over what they spent in magazines in 1982. These gross PIB numbers, however, tell only part of the story. Much more significant are the names behind those numbers—the list of clients who made major increases in their magazine and newspaper supplement advertising: Nikon increased its magazine budget 291%. The Jeep Division of American Motors increased 210%. Mercedes Benz went from \$5.2 million to \$14.7 million. IBM Business Computer Systems was up 83%, from \$2.2 million to \$4.1 million. The increases also included package goods advertiser Procter & Gamble, who increased its magazine spending at a rate nearly five times greater than its increase in total spending. Similarly, General Foods raised its magazine spending for Jell-O® Gelatin by 132%, from \$1.8 million to \$4.2 million, and Colgate-Palmolive increased its Colgate toothpaste budget 135% in magazines.

Where are these increases coming from? Of course, they're coming partly from increased advertising budgets. However, magazines are also gaining in share at the expense of network television.

The typical 1950's family—working father, housewife

mother, two children—today represents only 5 to 6% of American families. Replacing it are households with two working parents, single parents, working couples without children, and, finally, a large and mobile group of retired people. Further, cable television has greatly expanded its household penetration. Advertisers are asking if they can really reach this diversified audience through mass electronic media techniques.

To help answer that question, MPA contracted with Audits & Surveys in the fall of 1983 to do a study of magazine readership and network TV viewing. The study, called "Changing Channels," discovered, among other things, that magazine readership continues to be strong in areas where there is a loss of network share. We would like to think that "Changing Channels," is helping to shift advertising dollars from TV to magazines.

Early in 1984, the Magazine Publishers Association made a decision to take "Changing Channels" public and make a strong statement on behalf of the magazine industry. Our campaign alerts clients to the problems of network share erosion in cable homes, shifts in demographics, and additional loss of TV audience through "zapping." Our tag line, "Magazines reach people you can't get through ordinary channels," speaks directly to clients who are concerned about loss in audience share for their commercials.

Beyond that, however, the challenge of the magazine industry through the rest of this Year Of The Magazine and beyond is to foster the high editorial standards that attract readership, to maintain our historic record of holding cost increases below industry averages, and to continue to encourage outstanding creativity in the design of print advertising. □

A guided tour of the 1984 Folio:400

Welcome to the sixth annual Folio:400. We are pleased to present our analysis of 1983's top 400 revenue publications in the United States to the advertising and marketing community. Before you journey into the heart of this volume, please take a few moments to read this guide. Because, far from being a simple list of the 400 top dollar books, The Folio:400 is perhaps the most thorough quantitative study of these influential publications available in any single source.

Included in the many tables that follow are absolute and year-to-year data for each magazine on average circulations, subscription circulations and revenues, newsstand circulations and revenues, ad pages and ad revenues, to name a few. Studied carefully, these measurements can illuminate many important aspects of magazines that are not always apparent via traditional media analysis. For instance, they can provide a quantitative feel for the vitality of a magazine's subscription circulation, often said to be the cornerstone of healthy primary readership. Or these data can reveal a book's relative advertising vitality among similarly positioned publications. Or, for readers working in new or unfamiliar markets, these figures can indicate which publications are the dominant ones and musts for serious advertisers. In sum, you can learn a great deal more about the most important magazines than simple cost efficiencies.

Our guided tour provides a brief description of key Folio:400 features and measurements, and all the background necessary to understand how our information was derived.

I. The Features

The Folio:400 consists of three basic segments: the overall Folio:400 (which includes this introduction, the main ranking table of the top 400 magazines, and the indexes in the back of the book); our analyses of Folio:400 consumer publications; and analyses of Folio:400 business publications. Listed below are the key features within each segment and their section numbers.

The Folio:400 (section 1)

This is our main table of the top 400 magazines in the United States by total revenues, defined as advertising plus subscription plus newsstand dollars. All mag-

azines listed in subsequent tables throughout the book are among these 400. This main table also lists eight other critical measurements for each magazine that are used in the analyses that follow.

Top 50 Consumer Magazines (sections 2 - 23)

These charts contain the top 50 consumer magazines, ranked according to 22 separate performance measurements. Examples of these are Top 50 Consumer Magazines by Net Change in Subscription Circulation ('82/'83) and Top 50 Consumer Monthlies by Ad Pages.

Fastest Growing Consumer Magazines (sections 24 - 31)

"Fastest Growing" is evaluated according to a publication's percentage growth in 1983 versus 1982. In each of eight major measurements, ranging from total revenue to newsstand circulation, the top 10 growth books are listed. In addition to the overall winners, the 10 fastest growing books in five magazine size divisions are also presented. These breakdowns help place the growth percentages in the proper perspectives. For example, *Consumers Digest* grew fastest in ad revenues among all Folio:400 consumer magazines, with a 318% jump. However, since the magazine has less than \$1 million in total ad revenues, that growth rate is more meaningful when placed in perspective with that of other magazines of comparable ad revenue size. So we also present the 10 fastest growing books among those with ad revenues of less than \$3 million (division 5).

Consumer Newcomers (section 32)

Each year, we devote a separate page to new Folio:400 consumer magazines. There are 11 charts ranking the newcomers on pertinent revenue and circulation criteria.

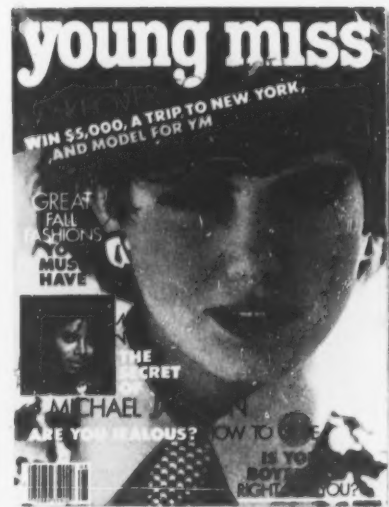
Consumer Market Performance Summaries (section 33)

Most Folio:400 consumer magazines have been assigned to one or two of 29 magazine "markets" (see below). Our market performance summaries are rankings of these markets' collective performances by eight

(continued on page 28)

Lowest CPM Female Readers Pg. 4 clr bld. 12-17 12-19 Young Miss . . . \$5.70 \$4.85 Teen 6.41 5.32 Seventeen 6.59 5.07	Lowest Duplication Combined Audience Young Miss/Teen 15.1% Young Miss/Seventeen 18.3% Seventeen/Teen 19.4%
Young Miss Reader Age Median 15.1 Yrs. Average 15.3 Yrs.	Advertising Page Growth First 9 Months '84 . . . Up 28% Our 12th consecutive quarter of ad page growth.

Sources: Simmons Teen Age Research Study 1984 (STARS). 1984 Rates SRDS.



OUR SIMMONS IS A WINNER!



LISTEN

When the image is so clear it speaks to you. When the colors echo the subtlest tones. When every page says quality, you know the printer listened. You know the printer cared.

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SOUND



Photography © The Strobe Studio, Inc. 1982 N.Y.C.

The Folio:400 User's Guide

different measurements: e.g., by total average newsstand circulation, by ad pages, etc.

Consumer Market Analyses (sections 34 - 62)

As mentioned above, we have grouped most Folio:400 consumer magazines into 29 major magazine markets. Our markets, similar to Standard Rate & Data Service's classifications, present the results of our study for groups of magazines with conceptually similar editorial. That is not to say magazines within a market are alike in every respect. In a narrow market such as Bridal, the books have quite a bit in common. In a diverse market such as Lifestyles, the magazines are quite different. Magazines may appear in a maximum of two markets, as determined by The Folio:400 editorial staff from information supplied by publishers and other industry sources.

We recommend you consult the Magazine Profiles section of each market analysis for editorial descriptions, listings of key publishing contacts, and primary SRDS classification numbers for each magazine in the market, should you desire further information.

Each market analysis begins with a Market Newsline, a new feature this year. This is a one-page "newsletter" highlighting key findings/performances in the market. Following the Market Newsline are 24 charts of major revenue, circulation and growth statistics for market magazines. There are three exceptions: the In-flight and Sunday Magazines markets contain only 14 charts because books in these markets are not available by subscription or individually at the newsstand; the Maturity market contains 19 charts, as its magazines are available by subscription but not sold at the newsstand.

Magazine Networks (section 63)

As a special service to our readers, each year we include a section on major magazine networks, most of which include Folio:400 publications. The section comprises a brief positioning analysis and profiles of each network.

Top 50 Business Magazines (sections 64 - 75)

As do the top 50 consumer magazine tables, these rank our Folio:400 business magazines by 12 separate criteria.

Fastest Growing Business Magazines (sections 76 - 81)

The top 10 growth magazines among our business publications are charted according to six measurements. As in the corresponding consumer section, growth within each measurement is reported on both an overall basis and within three magazine revenue size divisions.

Business Newcomers (section 82)

This is a separate page devoted to new Folio:400 business magazines, ranking them by 11 revenue and circulation criteria.

Business Market Performance Summaries (section 83)

These tables present the 18 business markets ranked by eight key performance measurements.

(continued on page 33)

PLAYBOY:

F a s h i o n
F u n d a m e n t a l s .

PLAYBOY men don't shirt the issue; they spent more than \$101 million on shirts, including dress shirts, in the past year alone.

**Nobody knows men
better than PLAYBOY.**

Source: MRI, Spring 1984. © 1984 by Playboy



Why does your magazine need inhouse typesetting?

Accuracy, speed, quality, flexibility, economy, and total control of the production process are just a few of many good reasons.



Compugraphic systems enable writers to enter text on a modular, desktop terminal, then output to a daisy-wheel printer for the first editing pass. Once the story is in final form, the copy is typeset without further keyboarding or proofing.

Precise copy-fitting of multiple-column text is done right at the production manager's terminal, and fully laid out pages

are output from a high speed MCS 8400 digitized typesetter. The benefits—including faster production time, fewer AA's, and reduced transportation charges—will amaze you.

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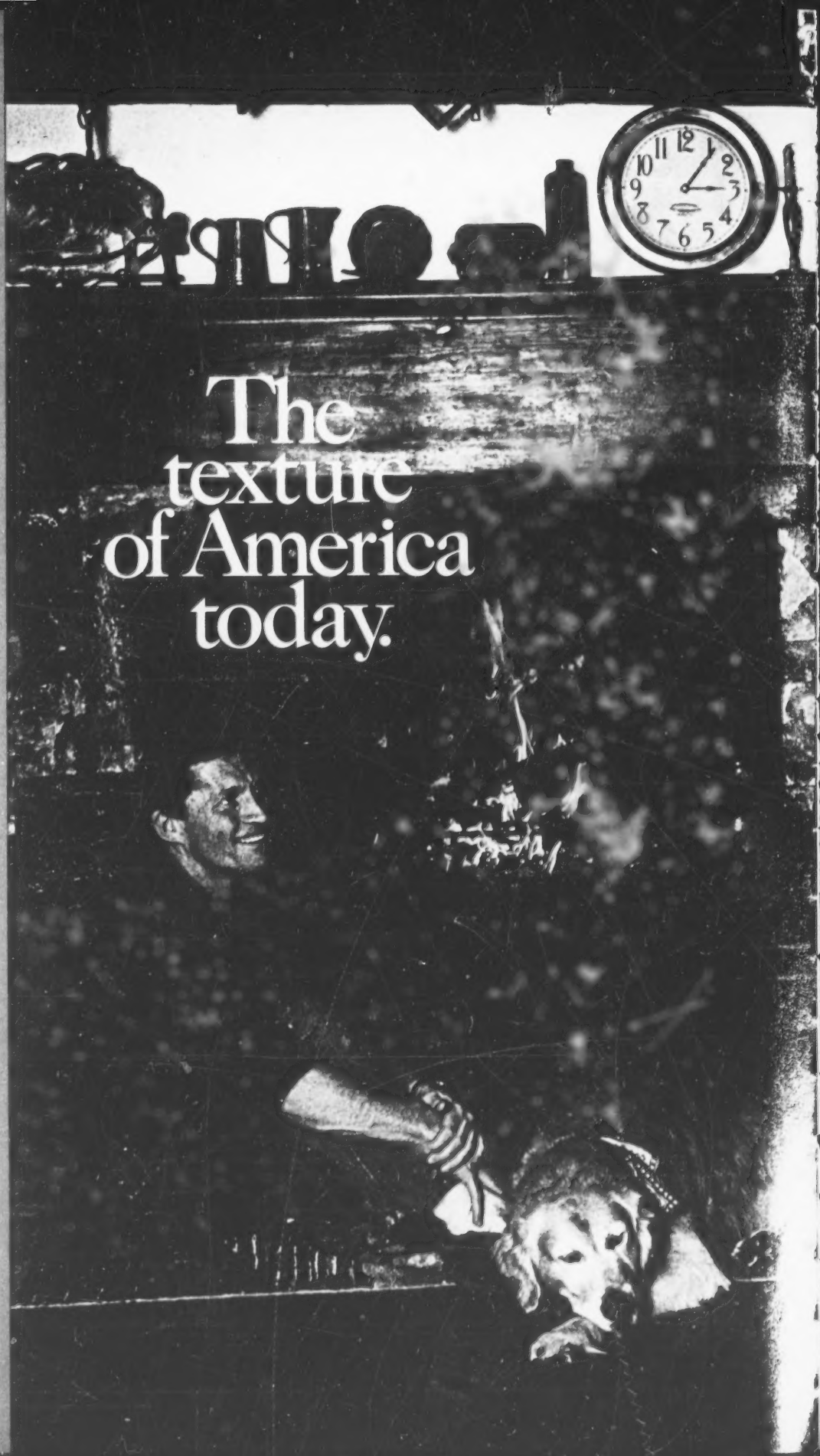
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texture
of America
today.

Odyssey Partners

has acquired*

Television Station WPCQ

the NBC network affiliate in Charlotte, North Carolina from

Group W Television,

a subsidiary of

Westinghouse Electric Corporation

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Odyssey Partners.

*Subject to FCC approval

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries.

515 Madison Avenue, New York, New York 10022 (212) 935-4990

New Woman Magazine

a publication of

New Woman Inc.

has been acquired by

News America Publishing Inc.

and

NewsCorp Holdings

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of New Woman Inc.

June 1984

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries.

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United Newspapers, PLC

has acquired a minority interest in

Marine Management Systems, Inc.

a corporation providing computer-based management information systems for the international shipping industry

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of United Newspapers, PLC.

June 1984

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries.

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New Yorker Magazine, Inc.

has acquired a majority interest in

Pennington Publishing

publisher of *The COOK'S Magazine*

from

Christopher Kimball,

founder and publisher, and

A Group of Limited Partner Investors

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of New Yorker Magazine, Inc.

November 1982

VERONIS, SUHLER & ASSOCIATES INC.

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Interactive Market Systems, Inc. (IMS)

a business information company

has acquired

Leading National Advertisers, Inc. (LNA)

an advertising data collection and reporting company

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Interactive Market Systems, Inc.

November 1983

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We are proud to have represented our clients during 1983 and thus far in 1984 in 22 investment banking transactions valued at more than \$300,000,000.

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John S. Suhler

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The Folio:400 User's Guide

Business Market Analyses (sections 84 - 101)

There are 18 business magazine markets, defined within the same basic parameters as the consumer markets. Because business magazines tend to be even more specifically targeted than consumer books, we strongly recommend that you consult the Magazine Profiles section of each market analysis for specific editorial descriptions, listings of key publishing contacts, and primary SRDS classification numbers for each magazine in the market, should further information be needed.

Each business market analysis also begins with a Market Newslines, followed by 14 to 24 charts of major revenue, circulation and growth statistics for market magazines.

Indexes

In the back of The 400, you will find four indexes. The Magazine Index lists each Folio:400 publication and every place it appears in the book. The Corporate Index lists major publishing corporations and their Folio:400 magazines. The Consumer and Business Market Indexes list each magazine market and the books that compose it. This is followed by an Advertiser Index.

II. The Data

All data presented are Folio:400 estimates. Figures are compiled and evaluated by our editorial and research staffs, based on questionnaires mailed to more than 550 candidate publications and subsequent discussions with the magazines. Published industry reports, news items, and independent monitoring organizations also serve as a guide in our estimating processes. Print-

outs of results are sent to every Folio:400 qualifier so that any questions about their numbers can be addressed and resolved prior to publication.

Revenues

Total revenues are the sum of advertising revenues plus subscription revenues plus newsstand sales revenues, and are domestic only. Ad revenues are reported as gross (before agency commission). Subscription revenues are determined by multiplying the average annual price of outstanding subscriptions by the average subscription circulation. Newsstand revenues are the product of average newsstand cover price times newsstand circulation.

Circulation

For audited publications, all circulation figures are a weighted average of semi-annual audits. Figures are U.S. only, except in the case of magazines with international circulation of the same editorial issues as the U.S. issues. For unaudited publications, circulations are publisher estimates backed by the Statement of Ownership Management and Circulation (SOMC) forms required by the U.S. Postal Service.

Magazine Profiles

This information is supplied by the publications.

We hope you find The Folio:400 a useful tool in evaluating and managing your magazine advertising programs. If you have any questions about our data, please contact our editorial staff in New Canaan, Connecticut. We will be happy to help you. □

PLAYBOY:

Fashion Feature.

Fashion advertisers invested more than \$4 million in PLAYBOY last year—the magazine men fashion themselves after.

**Nobody knows men
better than PLAYBOY.**

Source: PIB, Jan.-Dec., 1983. © 1984 by Playboy.



How to read faster

By Bill Cosby



International Paper asked Bill Cosby—who earned his doctorate in education and has been involved in projects which help people learn to read faster—to share what he's learned about reading more in less time.

When I was a kid in Philadelphia, I must have read every comic book ever published. (There were fewer of them then than there are now.)

I zipped through all of them in a couple of days, then reread the good ones until the next issues arrived.

Yes, indeed, when I was a kid, the reading game was a snap.

But as I got older, my eyeballs must have slowed down or something! I mean, comic books started to pile up faster than my brother Russell and I could read them!

It wasn't until much later, when I was getting my doctorate, I realized it wasn't my eyeballs that were to blame. Thank goodness. They're still moving as well as ever.

The problem is, there's too much to read these days, and too little time to read every word of it.

Now, mind you, I still read comic books. In addition to contracts, novels, and newspapers. Screenplays, tax returns and correspondence. Even textbooks about how people read. And which techniques help people read more in less time.

I'll let you in on a little secret. There are hundreds of techniques you could learn to help you read

faster. But I know of 3 that are especially good.

And if I can learn them, so can you—and you can put them to use immediately.

They are commonsense, practical ways to get the meaning from printed words quickly and efficiently. So you'll have time to enjoy your comic books, have a good laugh with Mark Twain or a good cry with *War and Peace*. Ready?

Okay. The first two ways can help you get through tons of reading material—fast—without reading every word.

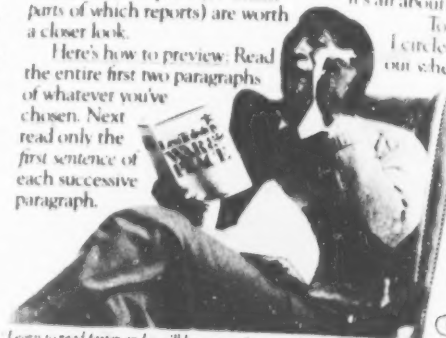
They'll give you the overall meaning of what you're reading. And let you cut out an awful lot of unnecessary reading.

1. Preview—if it's long and hard

Previewing is especially useful for getting a general idea of heavy reading like long magazine or newspaper articles, business reports, and nonfiction books.

It can give you as much as half the comprehension in as little as one tenth the time. For example, you should be able to preview eight or ten 100-page reports in an hour. After previewing, you'll be able to decide which reports (or which parts of which reports) are worth a closer look.

Here's how to preview: Read the entire first two paragraphs of whatever you've chosen. Next read only the first sentence of each successive paragraph.



Learn to read faster and you'll have time for a good laugh with Mark Twain and a good cry with *War and Peace*.

Then read the entire last two paragraphs.

Previewing doesn't give you all the details. But it does keep you from spending time on things you don't really want or need to read.

Notice that previewing gives you a quick overall view of long, complicated material. For short, hard reading, there's a better technique.

2. Skim—if it's short and simple

Skimming is a good way to get a general idea of light reading like popular magazines or the sports and entertainment sections of the paper.

You should be able to skim a weekly popular magazine or the second section of your daily paper in less than half the time it takes you to read it now.

Skimming is also handy if you review material you've read before. Here's how to skim. Think of your eyes as magnets. Move them to move fast. Sweep them across each and every line of type. Pick up only a few key words on each line.

Everybody skims differently. You and I may pick up exactly the same words when we skim the same piece, but we'll both get a pretty similar idea of what it's all about.

To show you how it works, I circled the words I picked out when I skimmed the following story.

Try it. It shouldn't take you more than 10 seconds.

My brother Russell

thinks I'm a jerk.

I live in a school

closet in New York.

I told him I was

then he said I was

Russell said I was

Am not, I said.
Are so, he said.
I told him the monsters
were going to eat him at midnight.
I started to cry. My Dad came in
and the monsters to beat it.
He told us to go to sleep.
I heard any more about
monsters, he said. I'll spank you.
He went to sleep fast. And you
did something. They never did
back.

Skimming can give you a very
good idea of this story in about half



with a good light—and with a few friends
able to help you out. No TV, no music.
You can concentrate better—and read faster.

books—and in less than half the
time it'd take to read every word.

So far, you've seen that pre-
viewing and skimming can give you
a good idea about content—fast.

Another technique can promise
more than 50 percent comprehension
because you aren't reading all
the words. (Nobody gets something
out of the reading game.)

To read faster and understand
most all of what you read,
you need to know a third technique.

3. Cluster—to increase speed and comprehension

As we learned to read by look-
ing at each word in a sentence—

in a time.

like this—brother—Russell—thinks—

you probably still read this

sometimes, especially when

words are difficult. Or when the

words have an extra-special mean-
ing in a poem, a Shakespearean

We inspire people to read.

slay, or a contract. And that's OK.
But word by word reading is a
common way to read faster. It actually
lays down on your speed.

Clustering trains you to look at
groups of words instead of one at
time - to increase your speed enor-
mously. For most of us, clustering
is a totally different way of seeing what
we read.

Here's how to cluster. Train
your eyes to see all the words in clus-
ters of up to 3 or 4 words at a glance.
Here's how I'd cluster the story
just skimmed.

My brother Russell thinks monsters
live in our bedroom closet at night.
If I told him he is crazy.
"Go and check then," he said.
"I didn't want to," Russell said.
"Is chicken."
"Am not," I said.
"Are so," he said.
So I told him the monsters
are going to eat him at midnight.
I started to cry. My Dad came in.
I told the monsters to be it.
He told us to go to sleep.
If I hear any more about
monsters," he said. "I'll spank you."
We went to sleep fast. And you
know something? They never did
come back.

Learning to read clusters is not
training your eyes do naturally.
It takes constant practice.
Here's how to go about it. Pick
something light to read. Read it as
fast as you can. Concentrate on see-
ing 3 or 4 words at once rather than
word at a time. Then re-read.

Ten years ago, International Paper com-
pany sent me a man who reads
more aware of the value of reading.
Today, the printed word is more
needed than ever before for
better, and communication better.
International Paper offers
even in a small way, we can help
for reprints of this advertisement.
Printed Word, International
Amstord, New York 10523.

INTERNATIONAL PAPER COMPANY
We believe in the power of the printed word.

Please, read and write
with the power of the
printed word.



the piece at your home
see what you missed.
Try a second piece
then return to see what
is in this one.

When you can
without missing a
time, your speed is
Practice 15 minutes
you might pick it
in a week of six,
pointed it if it tak-
ing everything to
practice.

So now you
help you read
down on your
ing. Skim the
idea of light
to increase
probable.

With
be able to
school
is enough
comic.

International Paper Company
Power of the Printed Word
Dept 6 P.O. Box 954
Madison Square Station
New York, New York 10010
Gentlemen

I am a 52 year old mother of
five (ages twelve through twenty-
three). Recently I returned to
college. I need all the help I
can get and wrote for and received
your advertisement "How to Read
Faster" and the other reprints in
the series. Now my professor
liked them so much I gave
him my set. Please send one
set for me and one set for
each of my five children.

Thank You
Sincerely
Anne B. Haines

And write.

Over one million people so far. That's how many have
written for International Paper's "Power of the Printed Word" reprints
to improve their reading and writing. So far we've sent out over 16 million.
Free. Because we believe the more people read and write, and the better they
do it, the better it is for all of us in paper, printing and publishing.



INTERNATIONAL PAPER COMPANY
We believe in the power of the printed word.

Production Manager

(*Ursus Productionis*)

Species: A rare breed of the "*Printis Panicus*" family of harried mammals, distinguished by bloodshot eyes, moist palms and hair that frequently stands on end. Typically emits loud guttural sounds on the telephone.

Habitat: Natural environment is small, cramped,

dimly lit and usually messy enclosure. Hibernates 9 to 5 daily, and many times, even later.

Prey: Devours dawdling printers, photographers, typesetters, artists and whomever was supposed to have made the coffee.

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(We never missed a shipping date!)

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The good times are rolling

In 1982, the 400th largest revenue magazine in the country was estimated to have \$3.6 million in total revenues. In 1983, the 400th book finished with \$4.1 million. That pretty well tells the story of this year's Folio:400. It was a very good year by many measures.

Of our 400 magazines, 302 are gainers in total revenues over last year. Circulation is up for 235 of them. The majority of our magazines have also topped 1982 in ad revenues (291 books) and ad pages (229 books). On a less spectacular note, newsstand circulation has increased for only 99 publications, less than half of the 227 distributed via that channel. There are 29 Folio:400 newcomers this year, 16 of them consumer publications and 13 of them business books. In 1982, there were 39 newcomers, 22 consumer and 17 business.

A brief discussion of these key trends follows.

I. The 400

Ad revenues lead the way.

Total revenues for all 1983 Folio:400 publications have vaulted over the \$11 billion mark, an increase of 11% versus the previous year. This is both the highest dollar volume and percent increase ever reported in our six years of research. Advertising revenues are largely responsible, with a 15% rise versus '82 to \$6.2 billion — both figures also Folio:400 records. Ad revenues now generate 56% of The 400's total. At the core of this performance is a 5% jump in ad pages to just over 540,000, another highest total ever.

Circulation dollars rise, thanks to subscriptions.

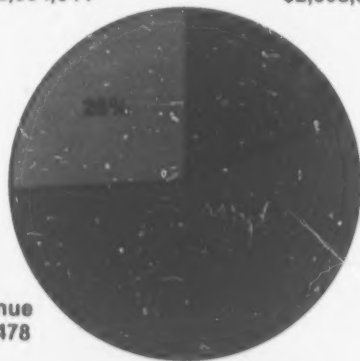
Not to be ignored is the contribution of circulation revenues, though they have dropped to 44% of The

**1983 Total revenue (\$000)
All Folio:400 magazines**

Subscription revenue
\$2,854,344

Newsstand revenue
\$2,038,013

Ad revenue
\$6,150,478

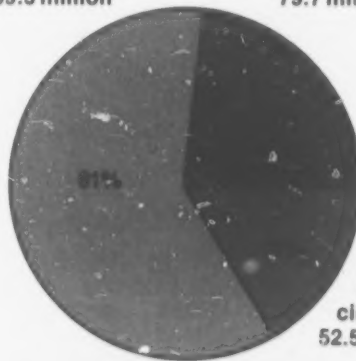


Total revenue
\$11,042,835

**1983 Total average circulation
All Folio:400 magazines**

Subscription circulation
209.3 million

Newsstand circulation
79.7 million



Controlled
circulation
52.5 million

Total avg. circulation
341.5 million

A
fantastic
story
unfolds

...with the drama of a s

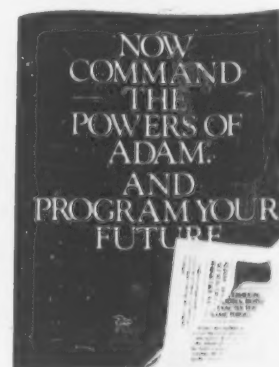
Any product, any occasion



B. Dalton 40-page unit.



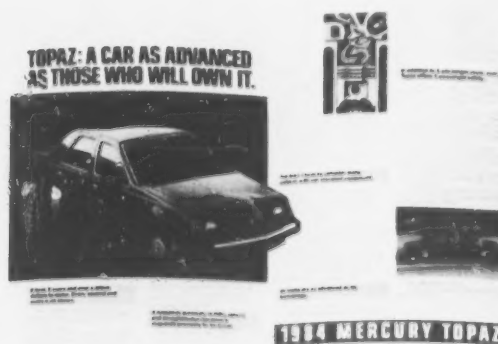
Max Factor 8-page unit.



Colecovision 4-page unit.



7-Eleven 8-page unit.



Lincoln-Mercury 4-page gatefold.



Whether you're introducing a new product, breaking a new promotion, or simply injecting new vitality into an ongoing campaign, one of the best investments you can make is a special unit in People.

Particularly when you realize that you can go absolutely spectacular in People for the cost of a small handful of 30's on network televi-

sion—the medium where the prices keep going up, and the audience keeps going down.

People carried more than three dozen special units in 1983. They ranged from a whole 40-page catalogue, through gatefolds and inserts, to half-page booklets (see above). And we expect many more special units this year. Here's why.

People is the most contemporary, editor environment—a weekly update of what's new and who's doing it. It's the most active, up-to-date setting you can find for new ideas and products.

Seven out of ten People readers are "baby boomers"—the huge group that's most responsive to the new and innovative and is

Special unit in People:

... becomes a special event.



Toyota 4-page gatefold.



Sears 8-page unit.



Campbell's 3-page gatefold.



Purina 4-page gatefold.

... now beginning to take charge.

People is recognized as a weekly best-seller not only by retail chains and supermarkets, but also by such sophisticated merchandisers as Bloomingdale's, Marshall Field and major shopping malls all over the country.

People has proven through the-book ad readership, and People

special units have attracted as high as 92% noted scores.

You can time your advertising precisely to your needs and schedule, because People is a weekly.

People has worked with many clients and agencies in the development of special units—including many compelling advertorial ideas—and we're ready to work with you

A call to your People representative can get us together.

People weekly
WE'RE BOOMING

The Folio:400 Overview (continued)

400's total income (versus 46% last year). Subscription dollars, 94% of them from consumer books, exceed \$2.8 billion, a Folio:400 record and an increase of 11% over 1982. They continue to be 26% of the total revenue pie. Newsstand dollars, almost entirely from consumer books, have grown more slowly — +3% versus '82 — to just over \$2 billion. They have dropped from a high of 22% of total revenues in 1981 to a new low of 18%.

Newsstand circulation is off; controlled is up.

Total average circulation of 1983 Folio:400 finishers is 341.5 million, a slight increase compared with last year and second only to 1980's 346.6 million. Consumer magazines account for 95% of this.

One notable development is the 5% rise in controlled circulation, the result, oddly enough, of an increase on the consumer side (more on that later). Controlled copies represent 16% of total. Newsstand circulation dipped 3% versus '82, and is 23% of the total, whereas paid subscriptions, 1% above last year, still account for 61% of total average circulation for The 400.

II. Consumer Publications Golden eggs are ads and subs.

A 15% hike in ad revenues and a 10% boost in ad pages versus '82 are the catalysts behind our 256 consumer magazines' impressive 11% total revenue increase. Surging to some \$5 billion, ad revenues are 51% of total consumer dollars, up a share point from last year.

Circulation revenues, now \$4.7 billion, are also on

1983 Total revenue (\$000s) 256 Folio:400 consumer magazines

Subscription revenue
\$2,670,668

Newsstand revenue
\$2,031,773

Ad revenue
\$4,978,874

Total revenue
\$9,681,315

the upswing, though at a somewhat slower pace. Subscription dollars have increased 11% and are now 28% of total revenues for Folio:400 consumer books, also up one point from last year. Newsstand revenues are up 3%, but have dropped to 21% of the total from 23% last year.

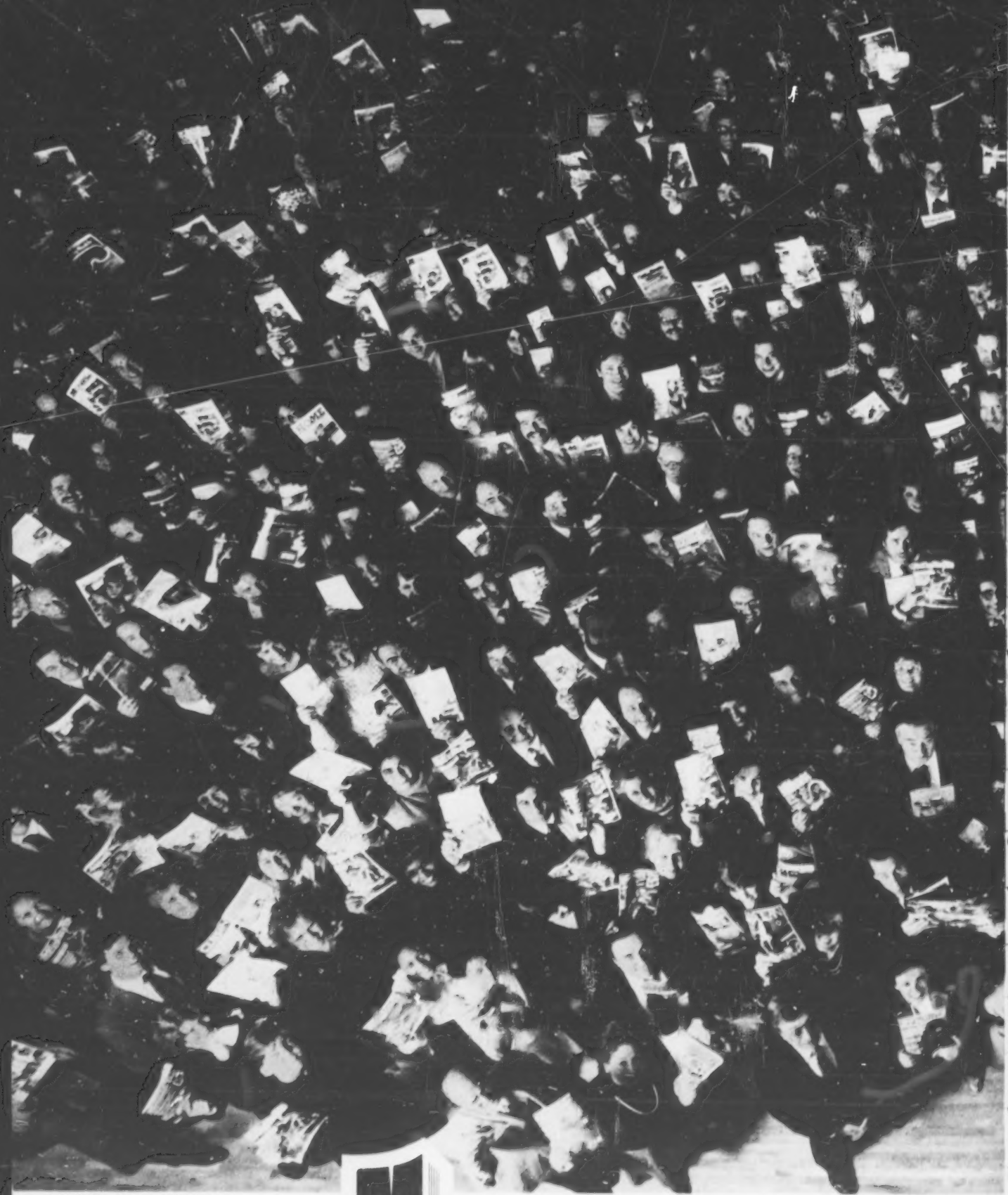


PLAYBOY: Style File.

PLAYBOY men give fashion a sporting chance; they spent more than \$115 million on sports jackets in the past year.

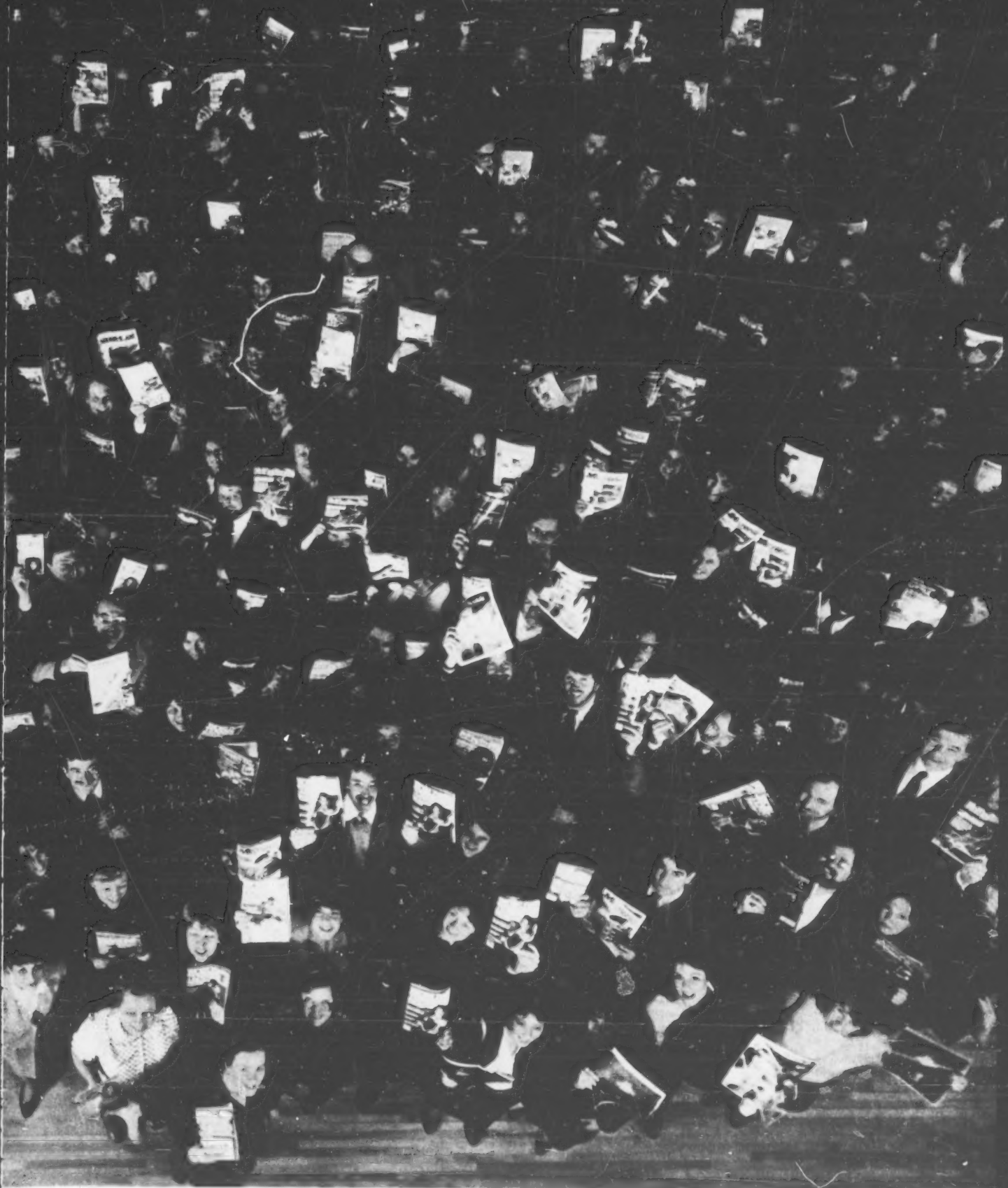
**Nobody knows men
better than PLAYBOY.**

Source: MRI, Spring 1984. © 1984 by Playboy



© 1994 CBS Magazines. A division of CBS Inc.

CBS  **MAGAZINES**



PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

Subscriptions cost more, but are steady.

The circulation revenue increases do not appear to be the result of corresponding boosts in circulation. Total average circulation of our 256 consumer books is up 1% versus a year ago, largely because of the same-size increase in subscription circ, which accounts for 61% of our consumer total.

In view of the reported rise in sub dollars, it seems that subscribers are willing to pay more to receive their favorite magazines issue by issue, a good omen for publishers and advertisers alike who treasure loyal audiences. It also suggests shallower discounting on the part of publishers.

Controlled circulation increases.

Interestingly, controlled circulation in The Folio:400 consumer segment has risen 8% over '82 and is now 14% of total average circulation (versus 13% last year). This increase is due to growth among past 400 members with controlled circs, most notably our Inflight and Sunday Magazines representatives, and three newcomers in The 400, which together have added over one million in controlled circulation.

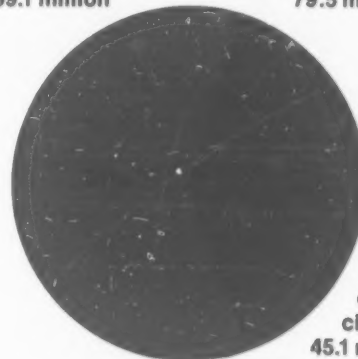
Newsstand volume declines.

The total average newsstand circulation for our 256 consumer books is 79.5 million, off 3% compared with 1982, and has dropped a point to 25% of the total. With newsstand revenues up 3%, it appears that there is some resistance to higher single-copy prices on the part of consumers or newsstand operators or both.

**1983 Total avg. circulation
256 Folio:400 consumer magazines**

Subscription circulation
199.1 million

Newsstand circulation
79.5 million



Controlled
circulation
45.1 million

Total avg. circulation
323.7 million

III. Business publications

Folio:400 business books enjoy 11% ad dollar increase, but paid circulation also gains. Turn to the tab titled Business Publications on page 355 for details.

See page 358 for Folio:400 performance composites.

PLAYBOY:

Fancy Footwork.

Keep pace with style. PLAYBOY adults spent more than \$13.5 million on dress shoes and boots in the past year alone.

**Nobody knows men
better than PLAYBOY.**

Source: MRI, Spring 1984. © 1984 by Playboy



Unicom Inc.

a communications company organized by

Forstmann Little & Co. and John D. Backe

has commenced operation with the acquisition of

Television Station WRGB

the CBS affiliate in Schenectady, New York, from

General Electric Company

in a leveraged buyout transaction

We assisted as financial advisor to Mr. Backe.

August 1983

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications,
entertainment, media and information industries.

515 Madison Avenue, New York, New York 10022 (212) 935-4990

VNU Amvest, Inc.

a subsidiary of

VNU (United Dutch Publishing Companies)

Holland's largest publisher

has acquired a substantial minority interest in

PW Communications, Inc.

an international medical communications corporation

We initiated the transaction, acted as financial
advisor to, and assisted in the negotiations as the
representative of PW Communications, Inc.

October 1983

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications,
entertainment, media and information industries.

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Cuisine Magazine

a unit of

Forum Communications Corporation

has been acquired by

CBS, Inc.

We initiated the transaction, acted as financial
advisor to, and assisted in the negotiations as
the representative of Forum Communications
Corporation.

April 1982

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications,
entertainment, media and information industries.

515 Madison Avenue, New York, New York 10022 (212) 935-4990

United Newspapers of London, PLC

has acquired

Gralla Publications Inc.

for \$44,000,000

We acted as financial advisor to and assisted in
the negotiations as the representative of United
Newspapers of London, PLC.

September 1983

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications,
entertainment, media and information industries.

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Psychology Today magazine

a unit of

Ziff-Davis Publishing Company

has been acquired by

American Psychological Association

We acted as financial advisor to and assisted as
the representative of Ziff-Davis Publishing
Company.

February 1983

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications,
entertainment, media and information industries.

515 Madison Avenue, New York, New York 10022 (212) 935-4990

We are proud to have represented our clients during
1983 and thus far in 1984 in 22 investment banking
transactions valued at more than \$300,000,000.

John J. Veronis	John S. Suhler
James E. Boddorf	Burton Marcus
Marvin L. Shapiro (affiliate)	J. Michael Hadley
Jeffrey T. Stevenson	David C. Lamb

Investment bankers to the communications, media,
entertainment and information industries, specializing in

- Mergers and Acquisitions
- Buyout Financings
- Sale of properties and Companies

Veronis, Suhler and Associates publishes the Communications Industry
Report, a twice annual research report on the financial and
performance of over 200 companies that report publicly their results on
a segment specific basis. The report is available at the annual
subscription cost of \$500. Please address inquiries to Anna Syrett,
Research Director.

VERONIS, SUHLER & ASSOCIATES INC.

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Our publications
are just like the people
who read them.

Leaders.

The Folio: 400 says it clearly.

Crain publications led all others in 36 categories.

And came in second in 19 other categories.

It wasn't just one or two of our top publications.

Seven Crain publications earned listings in this year's *The Folio: 400*.

Leadership is becoming a hallmark of Crain publications.

Perhaps that's why our publications are known for their appeal among readers who are, themselves, leaders.

And why our publications have ever-increasing appeal among the wise advertisers who use them.

Below is a listing of some of our leadership rankings.

It simply shows that when you put your readers first, they do the same for you.

ADVERTISING AGE ranked #1 in ad pages, ad dollars, average circulation, total dollars, average subscriptions, subscription dollars, average newsstand sales, percent change of circulation, percent change of newsstand sales, percent change of ad pages, net gain of ad dollars, net gain of circulation, net gain of newsstand dollars, and net gain of newsstand sales.

AUTOMOTIVE NEWS was #1 in ad pages, ad dollars, total dollars, subscription dollars, net gain of ad dollars, percent change of ad pages, percent change of ad revenue, percent change of total revenue, and net gain of ad pages.

AUTOWEEK was #1 in ad pages, percent change of ad revenue, percent change of total revenue, average subscription price, and ranked second in percent change of circulation, and percent change of subscription revenue.

BUSINESS INSURANCE was #1 in percent change of subscription revenue, and ranked in the top 5 in the following categories: percent change of subscriptions, average subscription price, ad pages, ad dollars, percent change of circulation, and ad dollars per copy.

CRAIN'S CHICAGO BUSINESS, in the City & Regional Division, was #1 in percent change of ad pages, percent change of ad revenue, percent change of total revenue, average subscription price, and ranked second in percent change of subscriptions and net gain of ad pages.

MODERN HEALTHCARE, in *The Folio: 400* for the first time! Ranked second in ad dollars per copy.

PENSIONS & INVESTMENT AGE, in the Financial and Investing Division, ranked second in percent change of ad pages, percent change of ad revenue, and ad dollars per copy.

Crain Communications Inc.

Advertising Age • Advertising Age's FOCUS • American Trade Magazines • Automotive News • AutoWeek • Business Insurance • Business Marketing • Crain Books
Crain's Chicago Business • Crain's Cleveland Business • Crain's Illinois Business • Crain Press • Crain's Tire Business • Electronic Media • European Rubber Journal
Humm's Guide to the Florida Keys • Modern Healthcare • Monthly Detroit • Pensions & Investment Age • Rubber & Plastics News

"They stepped to
 a promising nook in
 the river bank
 and threw in their
 lines. Almost
 immediately they
 had reward"



— Mark Twain

To be "classic" is to be outstanding — a model for others to follow.

The B.A.S.S. Publications family of sports magazines are recognized leaders in the outdoor market. BASSMASTER, SOUTHERN OUTDOORS and the BASS CLASSIC REPORT attract responsive consumers with editorial excellence from cover to cover. They deliver the

heart of the sport fishing and hunting markets with maximum efficiency.

Mark Twain's classic tale tells of two Mississippi boys fishing from a river bank with cane poles in hand. While the sport of fishing has come a long way since then, the goal is the same — the reward.

A targeted national circulation of more than 400,000 via BASSMAS-

TER and a regional circulation of 220,000 via SOUTHERN OUTDOORS make these the best media buys in the industry. Limitless opportunities are afforded our advertisers through the sponsorship of sporting events, participation in renewal programs, consumer shows and more.

B.A.S.S. Publications has quite a story to tell — one that will have lasting significance for

you . . . one that will bring you reward. Call a sales representative today and find out how B.A.S.S. Publications has earned the respect of the sports magazine industry.

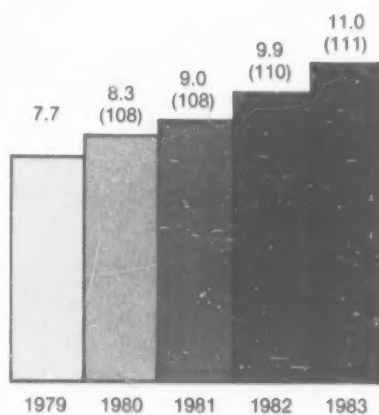
BASS MASTER
MAGAZINE
SOUTHERN
OUTDOORS

OUR WAY IS CLASSIC

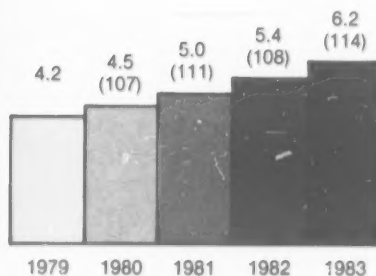
BASS® PUBLICATIONS

BASSMASTER/SOUTHERN OUTDOORS/BASS CLASSIC REPORT
 ONE BELL RD • MONTGOMERY AL 36141 • 205 / 272-9530

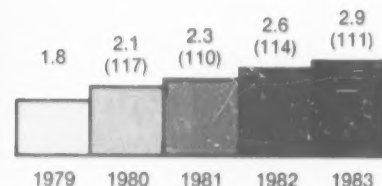
Five year summary of all Folio:400 magazines*



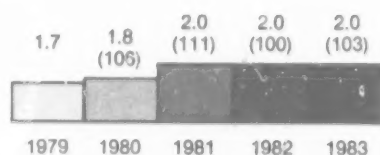
Total revenue—\$ billions
(Index vs. previous year)



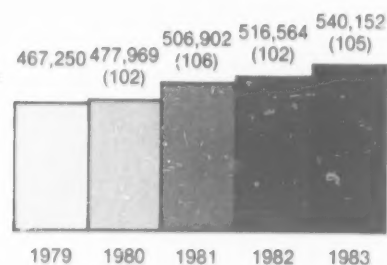
Advertising revenue—\$ billions
(Index vs. previous year)



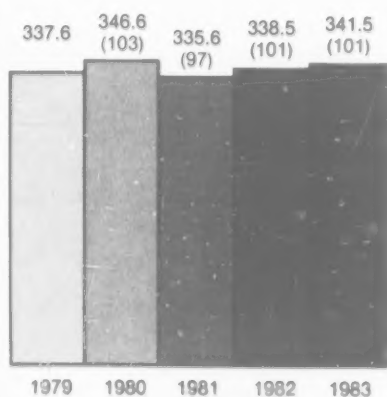
Subscription revenue—\$ billions
(Index vs. previous year)



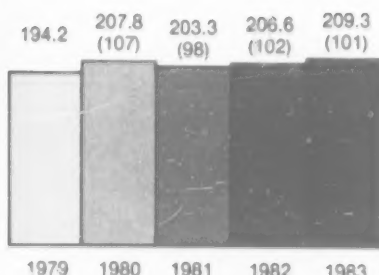
Newsstand revenue—\$ billions
(Index vs. previous year)



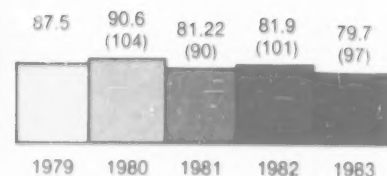
Ad pages
(Index vs. previous year)



Total avg. circ.—millions
(Index vs. previous year)



Total avg. sub. circ.—millions
(Index vs. previous year)



Total avg. newstnd. circ.—millions
(Index vs. previous year)

*Includes corrections to 1982 totals.
Indexes are actual; numbers are rounded to first decimal



PEOPLE LIKE YOU LIKE TV GUIDE.

This TV Guide reader thinks bench-pressing her daughter on the living room floor sure beats working out in a health club. She's got her priorities straight, and it's family over fads any day.

If you'd like to reach people who know where they're coming from, we've got nearly 43 million of them.



TRIANGLE PUBLICATIONS, INC.

The Folio:400

The Sixth Annual Ranking of the Top 400
Revenue Publications in the United States
for the Calendar Year 1983.

The Folio:400

Rank '83	Rank '82	Magazine name	Est. 1983 Total Revenue (\$000)	Total Revenue Growth %	Est. 1983 Ad Revenue (\$000)	Est. 1983 Sub. Revenue (\$000)	Est. 1983 Newsd. Revenue (\$000)	Est. 1983 Ad Pages	Est. 1983 Average Circ.	Est. 1983 Average Subscrip. Circ.	Est. 1983 Average Newsstand Circ.
1	1	TV Guide	695,524	5.0	269,422	186,086	240,017	3,644	17,170,799	8,113,564	9,057,235
2	2	Time	487,639	14.7	298,612	166,586	22,441	2,699	4,667,469	4,413,927	253,542
3	5	People Weekly	325,722	13.1	175,515	39,521	110,686	3,449	2,741,029	1,004,784	1,736,245
4	3	Newsweek	319,139	10.5	218,723	84,212	16,204	2,958	3,030,780	2,826,961	203,819
5	4	Reader's Digest	295,498	2.5	101,649	177,069	16,779	1,033	18,118,068	17,101,135	1,016,933
6	6	Sports Illustrated	283,860	15.3	188,222	86,289	9,349	2,761	2,476,147	2,375,354	100,793
7	8	Family Circle	208,834	9.7	118,830	1,595	88,409	1,788	7,251,531	127,504	7,124,027
8	10	Good Housekeeping	207,304	12.4	127,243	42,721	37,338	2,097	5,406,959	3,431,335	1,975,624
9	14	Woman's Day	188,664	16.4	105,865	598	82,201	1,607	6,987,317	50,491	6,936,827
10	7	National Enquirer	187,048	-1.8	28,300	9,427	149,321	1,404	4,890,644	472,864	4,417,780
11	15	Business Week	185,685	14.9	156,499	25,833	3,353	4,644	852,821	820,269	32,552
12	11	National Geographic	184,760	11.5	27,379	157,381	0	264	10,492,039	10,492,039	0
13	9	Playboy	177,710	-5.8	60,562	46,817	70,331	1,047	4,229,824	2,326,939	1,902,886
14	12	Better Homes & Gardens	177,659	7.3	109,038	58,339	10,282	1,376	8,032,373	7,461,148	571,225
15	16	Parade	168,564	7.2	168,564	0	0	742	23,168,789	0	0
16	17	U.S. News & World Report	165,300	15.6	93,854	66,042	5,405	1,785	2,117,338	2,047,157	70,181
17	13	Penthouse	151,317	-8.6	25,793	5,749	119,775	727	3,476,994	195,500	3,281,495
18	18	Cosmopolitan	143,706	12.7	81,270	3,876	58,561	2,442	3,011,190	222,592	2,788,598
19	19	McCall's	132,543	6.5	64,413	54,634	13,496	1,107	6,317,793	5,588,021	749,773
20	22	Ladies' Home Journal	128,130	32.1	57,423	53,725	16,982	1,166	5,226,575	4,283,149	943,426
21	23	Fortune	125,862	28.6	101,416	22,076	2,370	3,289	696,337	665,948	30,390
22	20	The Star	111,817	2.9	19,675	2,879	89,263	936	3,757,065	158,969	3,598,096
23	24	Forbes	110,233	26.9	84,502	22,975	2,756	3,402	719,439	685,412	34,028
24	21	Family Weekly	102,509	1.1	102,509	0	0	814	12,675,921	0	0
25	26	Glamour	97,129	17.8	58,585	8,914	29,630	2,027	2,224,261	813,304	1,410,958

CW COMMUNICATIONS/ HAS 5 OF THE BEST THE PERSONAL

No one delivers the personal computer market more effectively than CW Communications/Peterborough.

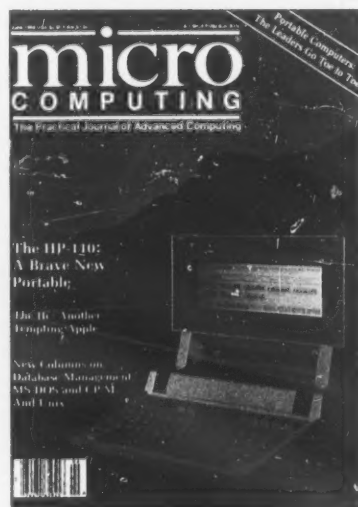
Five informative publications reach 413,000 paid readers every month.

CW Communications/Peterborough publications are read by computer users of all ages and abilities. They are investors who are constantly on the lookout for new hardware and software products.

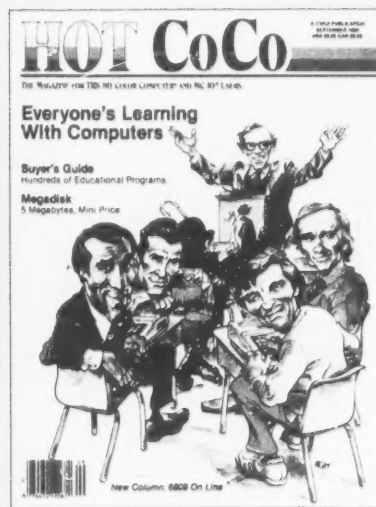
With CW Communications/Peterborough, there isn't just one way to reach the growing personal computer market.

There are five!

Discover more about us in Folio's computer section.



**The practical journal
of advanced computing**

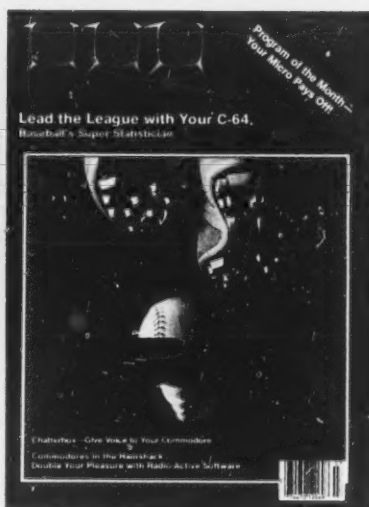


**Read by users of
Radio Shack TRS-80
and MC-10 color
computers**

PETERBOROUGH WAYS TO REACH COMPUTER MARKET.



*The system-specific
magazine for Radio
Shack TRS-80 users*



*The Commodore 64
and VIC-20 magazine*



*The journal for the
Apple II family of
computers*



CW COMMUNICATIONS
PETERBOROUGH

Corporate Office
80 Pine St.
Peterborough, NH 03458
(603) 924-9471

West Coast Office
1060 Marsh Rd.
Menlo Park, CA 94025
(415) 328-3470

1-800-441-4403



**LEADERSHIP IN
BUSINESS
AND PROFESSIONAL
READERSHIP**

The Folio:400

Rank '83	Rank '82	Magazine name	Est. 1983 Total Revenue (\$000)	Total Revenue Growth %	Est. 1983 Ad Revenue (\$000)	Est. 1983 Sub. Revenue (\$000)	Est. 1983 Newstd. Revenue (\$000)	Est. 1983 Ad Pages	Est. 1983 Average Circ.	Est. 1983 Average Subscrip. Circ.	Est. 1983 Average Newsstand Circ.
26	28	New York Times Magazine	91,153	19.9	91,153	0	0	4,186	1,498,873	0	0
27	27	Vogue	90,731	16.2	56,232	9,835	24,664	3,113	1,114,327	429,226	685,102
28	25	Redbook Magazine	84,111	-2.3	44,515	28,354	11,242	1,099	3,951,027	3,326,445	624,582
29	29	Southern Living	83,644	13.4	46,895	33,336	3,413	1,512	2,204,691	2,078,270	126,421
30	31	Money	74,068	31.9	42,036	24,837	7,196	1,431	1,325,551	1,059,025	266,526
31	30	The New Yorker	72,582	4.1	57,226	12,433	2,923	3,637	508,257	470,787	37,470
32	33	Life	65,133	19.8	29,314	18,995	16,823	734	1,522,163	821,186	700,977
33	32	Smithsonian	58,812	5.8	25,724	32,986	101	940	1,944,566	1,940,374	4,194
34	34	Globe	54,204	-0.3	5,327	852	48,025	741	1,983,009	58,916	1,924,093
35	35	Sunset	53,653	9.6	39,811	12,165	1,678	1,776	1,417,114	1,323,909	93,205
36	42	Prevention	51,777	25.5	16,229	33,206	2,343	909	2,696,289	2,566,145	130,145
37	43	Ebony	50,761	28.9	29,048	16,610	5,103	1,051	1,627,184	1,384,190	242,995
38	37	Mademoiselle	50,542	10.1	29,268	3,673	17,601	1,574	1,188,852	350,705	838,147
39	38	Field & Stream	49,937	12.0	30,715	15,864	3,357	1,020	2,045,163	1,885,288	159,875
40	53	Computerworld	48,302	44.9	42,851	5,451	0	6,011	123,934	123,934	0
41	39	Architectural Digest	47,301	8.5	24,622	16,412	6,266	1,566	601,894	485,850	116,044
42	40	Seventeen	47,115	8.4	25,818	12,698	8,599	1,311	1,606,203	1,067,392	538,811
43	46	New York Magazine	45,407	19.0	31,988	10,378	3,041	2,920	427,027	386,476	40,551
44	36	Hustler	44,950	-8.0	ne	721	44,229	ne	1,075,141	22,078	1,053,063
45	47	Parents	44,365	16.3	26,127	16,364	1,874	921	1,693,905	1,589,812	104,093
46	56	Golf Digest	42,965	29.8	28,359	12,573	2,033	1,059	1,153,615	1,054,447	99,168
47	50	Jet	42,920	17.9	9,000	21,289	12,630	1,013	853,959	659,654	194,305
48	44	Popular Mechanics	41,493	5.8	24,739	10,956	5,798	1,186	1,624,401	1,302,292	322,109
49	45	Popular Science	41,439	7.0	22,332	14,280	4,827	1,063	1,840,953	1,583,119	257,834
50	41	Consumer Reports	40,905	-4.9	0	39,200	1,705	0	2,900,000	2,800,000	100,000

ne = not estimated



McGraw-Hill magazines reach
the important readers who make
buying decisions.

Our advertisers depend on it.

**LEADERSHIP IN BUSINESS
AND PROFESSIONAL READERSHIP**

INTRODUCING DRY OVERLAY COLOR PROOFING

Another DuPont first!

**The CROMACHECK[®]
overlay proofing system that
needs no wet processing**





1. Expose, using a film negative and high-intensity UV light. With an 11 proofs, a single exposure makes all four colors.



2. Mount on a vacuum easel for stripping.



3. Strip apart, saving the top layer.



4. Register the top layers, and you have a finished proof—with no wet processing, no special processors.

Now there's an easier way to make quality overlay color proofs from film negatives. It's the DuPont dry way—with no wet chemistry, no special processors, no odors, no venting or drying time.

And you can only get it with DuPont's new CROMACHECK Overlay Color Proofing Film.

CROMACHECK is a dry, peel-apart film. For a full-color proof, all you do is expose each of the four process-colored CROMACHECK films through the appropriate negative, peel off the imaged top layer, and register the four top layers. Or, view two or more CROMACHECK sheets as a progressive proof.

CROMACHECK is fast, too. With standard UV light sources, CROMACHECK film exposes 25% to 40% faster than competitive films.

Each CROMACHECK film has the same exposure time—so if you're making smaller proofs, a single exposure makes all four colors.

And the quality is just what you're looking for. CROMACHECK proofs show you the full tonal range, with true colors and a clean background.

CROMACHECK dry overlay color proofing from DuPont. No wet chemistry, no special processors, just light. Ask your DuPont Technical Representative or DuPont CROMACHECK Dealer for a demonstration. Or write for more information to DuPont Company, Room 40240, Wilmington, DE 19898. *DuPont's trademark for its overlay color proofing film.

**Printing people working
with the printing industry**



The Folio:400

Rank '83	Rank '82	Magazine name	Est. 1983 Total Revenue (\$000)	Total Revenue Growth %	Est. 1983 Ad Revenue (\$000)	Est. 1983 Sub. Revenue (\$000)	Est. 1983 Newstd. Revenue (\$000)	Est. 1983 Ad Pages	Est. 1983 Average Circ.	Est. 1983 Average Subscrip. Circ.	Est. 1983 Average Newsstand Circ.
51	55	Rolling Stone	39,098	18.0	21,672	7,597	9,829	1,172	776,821	517,628	259,193
52	52	Bon Appetit	39,092	9.4	20,669	14,089	4,334	1,016	1,300,494	1,119,921	180,573
53	88	Barron's	38,006	18.3	19,385	10,267	8,354	2,276	297,377	182,618	114,759
54	48	Travel & Leisure	37,797	-0.7	21,825	15,599	373	1,091	930,010	917,573	12,437
55	49	Popular Photography	37,472	-1.4	28,793	5,968	2,711	1,337	907,460	770,560	136,900
56	61	Harper's Bazaar	36,954	19.5	23,807	2,981	10,166	1,555	710,208	286,641	423,567
57	74	Byte	36,642	44.8	26,635	5,587	4,421	4,330	385,380	271,151	114,229
58	54	Omni	36,276	9.0	14,668	8,533	13,075	824	813,847	377,999	435,348
59	78	Esquire	35,836	55.9	24,380	7,824	3,632	1,255	747,468	622,383	125,086
60	64	Self	35,144	19.1	17,102	5,874	12,168	928	1,088,127	508,722	579,405
61	62	House Beautiful	34,260	14.9	21,707	6,561	5,991	1,100	857,272	591,692	265,581
62	89	Inc.	33,682	58.5	25,321	7,491	869	1,345	425,855	397,333	28,522
63	67	Car and Driver	32,995	18.6	22,933	5,140	4,923	1,051	800,255	560,365	239,891
64	70	Modern Maturity	32,882	25.4	14,764	18,118	0	232	9,059,174	9,059,174	0
65	66	Women's Wear Daily	32,213	12.3	28,775	3,222	217	6,740	64,149	62,437	1,712
66	59	Us	32,081	1.0	9,261	7,964	14,857	545	1,097,638	526,228	571,410
67	69	Road & Track	31,931	19.8	20,785	5,607	5,539	1,208	727,933	464,162	263,771
68	73	Gentlemen's Quarterly	31,693	24.4	17,348	3,819	10,526	1,449	565,686	214,826	350,860
69	60	Scientific American	31,578	1.4	14,898	12,604	4,076	760	665,409	529,546	135,863
70	58	Outdoor Life	31,561	-3.2	16,573	11,476	3,512	846	1,534,586	1,354,470	180,117
71	65	Mechanix Illustrated	31,302	7.4	17,594	10,488	3,221	835	1,616,826	1,437,901	178,925
72	79	The Sporting News	31,275	33.4	7,284	18,634	5,357	647	586,039	517,354	68,685
73	51	House & Garden	30,692	-14.8	12,876	13,719	4,097	826	660,810	575,466	85,345
74	68	Discover	30,451	13.9	11,827	15,544	3,080	508	918,330	789,993	128,337
75	57	Farm Journal	30,341	-5.2	22,563	7,778	0	727	981,447	981,447	0

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76	71	Changing Times	29,467	12.4	11,583	17,134	750	512	1,507,841	1,470,432	37,409
77	77	Town & Country	29,267	25.4	21,601	4,226	3,440	1,813	361,985	266,438	95,547
78	81	Highlights for Children	27,234	22.0	0	27,234	0	0	1,556,236	1,556,236	0
79	63	National Examiner	26,759	0.2	2,508	129	24,123	596	935,591	7,800	927,791
80	1.9	Country Living	26,153	57.1	9,302	8,316	8,535	637	965,652	600,905	364,747
81	83	Bride's	25,908	18.5	19,429	364	6,114	1,841	361,220	39,746	321,474
82	86	Advertising Age	25,436	18.0	21,566	3,708	162	3,725	79,122	76,724	2,398
83	87	True Story	25,297	12.1	10,552	10,011	4,734	707	1,561,799	1,241,100	320,700
84	76	Organic Gardening	25,115	7.3	9,139	15,784	191	835	1,372,515	1,361,879	10,637
85	72	New Woman	24,984	-4.6	6,325	5,111	13,548	566	1,029,735	384,596	645,137
86	97	Motor Trend	24,926	25.9	16,132	4,023	4,771	787	770,052	542,852	227,200
87	82	Aviat. Wk. & Space Tech.	24,285	10.3	18,056	6,229	0	3,188	139,007	139,007	0
88	93	Guideposts	24,124	17.0	0	24,124	0	0	4,054,520	4,054,520	0
89	85	Gourmet	23,423	8.2	12,086	7,990	3,347	932	626,527	487,054	139,473
90	102	Electronic Design	23,288	36.0	23,288	0	0	5,329	113,317	0	0
91	110	Restmts. & Institns.	22,614	27.0	22,614	0	0	3,550	106,521	0	0
92	87	Golf Magazine	22,608	6.0	13,872	6,983	1,752	775	756,500	672,575	83,926
93	75	Modern Photography	22,488	-5.9	13,543	6,290	2,655	1,302	679,444	555,970	123,474
94	124	Working Woman	22,334	36.5	14,416	7,298	620	1,192	585,621	559,777	25,844
95	104	Modern Bride	22,119	16.5	16,132	304	5,682	1,540	331,880	32,826	299,054
96	100	New England Jour. of Med.	21,693	12.8	12,000	9,693	0	4,069	207,611	206,243	0
97	*	Personal Computing	21,414	150.5	14,489	4,307	2,619	2,427	430,540	354,640	75,900
98	101	Medical Economics	21,145	10.3	20,132	1,013	0	4,073	180,087	28,938	0
99	95	Club	20,968	5.2	ne	254	20,714	ne	502,187	8,996	493,191
100	117	Institutional Investor	20,842	22.3	19,706	1,136	0	1,875	77,186	11,963	0

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101	90	Hot Rod	20,777	-0.7	10,532	3,788	6,457	683	800,280	492,785	307,495
102	126	EDN	20,754	49.5	20,754	0	0	4,985	119,156	0	0
103	103	'Teen	20,340	6.5	8,367	6,173	5,800	650	1,014,621	692,393	322,228
104	114	Gallery	20,225	16.2	442	447	19,336	98	491,249	20,092	471,157
105	116	Essence	20,070	17.3	12,321	4,424	3,325	969	700,237	478,555	221,682
106	121	1,001 Home Ideas	20,017	23.1	4,501	14,676	840	401	1,343,699	1,307,788	35,911
107	105	Electronic News	20,011	29.4	18,115	1,896	0	4,893	66,846	66,846	0
108	91	The Mother Earth News	19,967	-3.6	4,566	12,018	3,383	353	948,298	760,345	187,953
109	106	Sport	19,935	14.1	8,670	7,563	3,702	459	935,456	769,056	166,400
110	122	W	19,709	19.4	13,889	4,751	1,069	1,191	210,433	189,874	20,559
111	98	Playgirl	19,454	-0.6	1,584	2,612	15,258	444	640,621	174,012	466,609
112	108	The Family Handyman	19,421	14.3	9,239	9,359	822	712	1,232,019	1,181,585	50,434
113	*	PC	19,383	ne	16,000	1,171	2,212	4,283	124,045	55,893	68,152
114	109	Successful Farming	19,249	7.5	15,288	3,961	0	749	681,569	581,743	0
115	112	Yankee	18,959	7.2	6,158	11,371	1,430	1,135	929,191	850,804	78,387
116	113	Metropolitan Home	18,666	6.8	11,008	6,169	1,469	733	725,641	653,999	71,642
117	134	Soap Opera Digest	18,491	24.0	1,768	6,169	10,554	295	710,093	364,636	345,457
118	99	Progressive Farmer	18,446	-4.9	12,843	5,603	0	711	637,035	637,035	0
119	107	Sports Afield	18,296	1.7	11,531	3,335	3,429	1,005	541,711	395,178	146,533
120	92	Nation's Business	18,101	-12.2	7,641	10,460	0	370	817,221	817,221	0
121	125	Cuisine	17,735	16.0	8,088	7,876	1,771	533	775,818	702,010	73,808
122	118	Stereo Review	17,377	2.1	13,061	3,271	1,044	604	554,393	493,851	60,542
123	131	Grit	17,334	16.4	2,311	7,832	7,191	296	688,019	500,032	187,988
124	115	Texas Monthly	17,279	0.6	12,718	3,428	1,133	1,529	289,631	242,404	47,227
125	139	Tennis	16,780	21.7	11,956	3,817	1,007	924	502,000	454,041	47,960

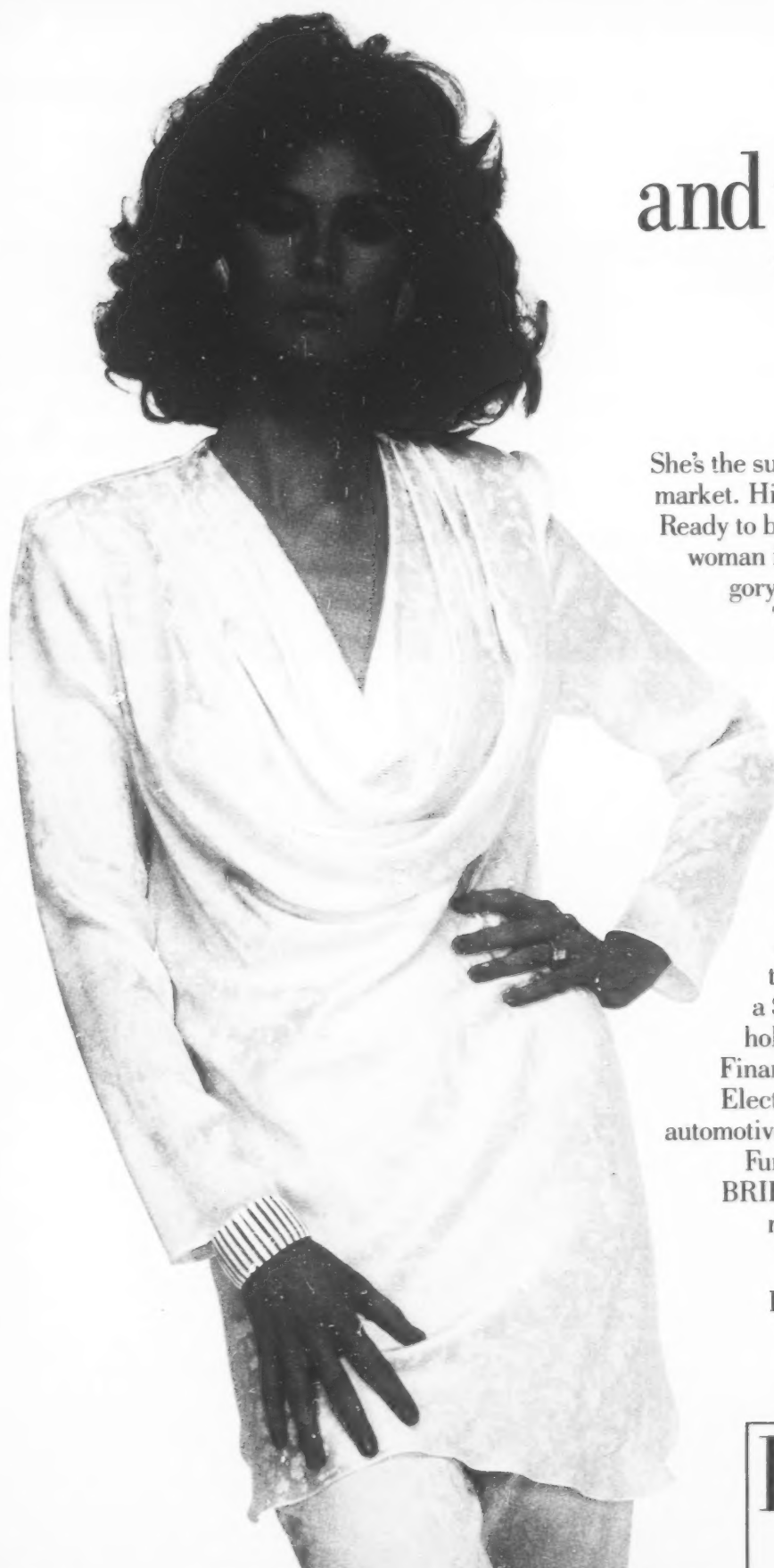
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126	128	Science 83	16,553	8.9	6,876	8,082	1,595	415	716,382	636,635	79,747
127	94	Psychology Today	16,331	-18.8	5,450	9,040	1,841	308	882,951	804,287	78,664
128	96	Owl	16,167	-1.7	137	630	15,400	25	415,000	15,000	400,000
129	84	Oil & Gas Journal	15,948	-27.2	14,000	1,948	0	4,147	62,833	62,833	0
130	142	Design News	15,899	21.0	15,899	0	0	4,064	157,357	0	0
131	141	Journal of the AMA	15,702	17.8	14,207	1,488	0	3,365	315,072	240,485	0
132	132	Electronics	15,595	6.6	13,150	2,446	0	3,785	101,904	101,904	0
133	153	Signature	15,585	28.8	8,277	7,308	0	690	720,035	720,035	0
134	123	Machine Design	15,418	-6.6	15,418	0	0	3,706	165,485	0	0
135	120	High Society	15,253	-8.2	ne	0	15,253	ne	376,616	0	376,616
136	157	Frequent Flyer	15,225	29.4	3,312	11,913	0	491	321,966	321,966	0
137	*	Creative Computing	15,212	65.0	8,301	2,758	4,153	2,144	237,234	119,905	117,329
138	136	Datamation	15,004	23.2	15,004	0	0	2,412	135,100	0	0
139	156	American Banker	14,943	26.5	8,068	6,875	0	2,345	22,172	22,172	0
140	127	Cycle	14,720	-3.5	9,627	2,681	2,412	684	438,677	304,680	133,997
141	143	Skilling	14,683	12.5	10,988	2,576	1,120	883	428,174	334,643	93,531
142	130	Engineering News-Record	14,654	-3.5	11,325	3,329	0	2,756	104,018	104,018	0
143	154	Computers & Electronics	14,467	20.8	7,328	5,051	2,088	702	487,432	369,876	117,557
144	174	Adweek	14,433	32.3	12,778	1,599	56	2,085	53,238	35,530	884
145	138	Industry Week	14,343	3.9	14,343	0	0	1,248	300,577	0	0
146	*	Endless Vacation	14,321	ne	0	14,321	0	0	320,029	312,804	0
147	135	Nursing '83	14,230	1.0	6,792	7,438	0	815	529,633	529,633	0
148	144	Science Digest	14,195	9.7	4,836	4,291	5,068	428	543,614	332,458	211,157
149	168	Daily News Record	14,135	29.2	12,999	1,136	0	3,240	22,726	22,726	0
150	152	Ski	14,091	15.3	10,522	2,543	1,026	764	421,032	337,288	83,744

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151	211	Games	13,672	55.6	3,296	7,962	2,414	330	644,022	524,322	119,200
152	160	Weight Watchers Magazine	13,556	13.0	4,057	7,298	2,201	300	777,715	646,709	131,006
153	178	Colonial Homes	13,402	13.6	5,240	4,784	3,379	384	598,594	410,883	187,711
154	150	Los Angeles Magazine	13,258	8.7	9,881	1,589	1,788	2,458	162,360	96,148	66,212
155	129	Cheri	13,165	-13.4	ne	81	13,084	ne	366,694	2,748	363,946
156	172	Working Mother	13,003	20.8	8,210	4,250	543	815	450,384	427,181	23,203
157	158	Chicago	12,833	9.4	9,590	2,516	727	1,768	217,205	186,923	30,282
158	166	Runner's World	12,784	16.2	5,125	4,074	3,585	593	381,818	251,801	130,017
159	140	Health	12,728	-0.6	3,346	9,324	57	398	863,369	860,186	3,183
160	155	Army Times	12,643	6.6	7,697	3,476	1,470	1,738	126,288	107,444	18,844
161	137	Natl. Geographic World	12,546	-10.1	0	12,546	0	0	1,484,711	1,484,711	0
162	145	Sail	12,546	-1.4	8,361	2,444	1,741	1,415	174,788	116,759	58,029
163	195	HFD	12,499	27.8	11,811	688	0	3,425	32,086	32,086	0
164	*	Vanity Fair	12,485	ne	6,295	4,880	1,310	515	259,753	216,093	43,660
165	238	Food & Wine	12,336	64.2	4,863	7,127	346	469	489,924	475,153	14,771
166	163	Car Craft	12,308	8.9	6,246	1,875	4,187	859	400,144	190,808	209,336
167	171	Real Estate Today	12,277	15.1	636	11,641	0	83	596,976	596,976	0
168	133	Science	12,227	11.6	7,655	4,572	0	1,512	156,780	156,780	0
169	199	Automotive News	12,186	30.0	9,864	2,321	0	2,393	59,928	59,928	0
170	159	Billboard	12,138	2.1	6,268	3,993	1,878	1,653	43,605	31,033	12,273
171	161	Travel/Holiday	12,111	7.1	5,046	6,932	133	438	770,787	763,404	7,383
172	181	The Travel Agent	12,067	17.2	11,853	214	0	8,151	32,211	28,571	0
173	191	Meetings & Conventions	12,044	20.5	12,044	0	0	1,784	76,831	0	0
174	200	Electronic Engin. Times	11,900	28.2	11,900	0	0	2,733	101,904	0	0
175	179	Creative Ideas for Living	11,892	7.5	4,500	6,492	900	444	710,617	663,877	46,741

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176	182	Boys' Life	11,847	15.3	3,532	8,315	0	277	1,474,738	1,474,738	0
177	164	Air Force Times	11,700	5.7	7,706	3,303	691	1,770	110,619	101,766	8,853
178	165	Flying	11,672	6.0	6,104	3,806	1,763	512	329,838	254,513	75,325
179	186	Boating	11,626	14.1	8,559	1,779	1,289	1,342	186,071	135,510	50,561
180	216	The Atlantic	11,586	35.3	5,313	5,156	1,117	515	425,578	379,045	46,533
181	167	Restaurant Business	11,573	15.2	11,573	0	0	2,427	83,869	0	0
182	194	Mini-Micro Systems	11,515	17.5	11,515	0	0	2,484	113,857	0	0
183	149	Easyriders	11,501	-9.1	1,826	1,051	8,624	444	414,618	55,269	359,349
184	148	Chemical Engineering	11,435	-9.7	9,886	1,549	0	2,338	68,326	68,326	0
185	*	The Economist	11,417	ne	4,877	5,560	980	855	97,087	89,399	7,688
186	192	Nation's Restrnt. News	11,365	13.9	10,300	1,065	0	1,957	67,944	64,675	0
187	162	Guns & Ammo	11,343	0.0	5,283	3,086	2,974	593	475,806	334,187	141,619
188	151	Forum	11,320	-7.5	ne	532	10,788	ne	471,549	30,852	440,697
189	180	Sesame Street	11,318	10.2	0	7,744	3,574	0	1,196,068	857,624	338,444
190	147	National Lampoon	11,249	-11.5	3,019	1,573	6,657	315	451,948	174,561	277,387
191	188	Natural History	11,210	11.5	3,921	7,076	214	468	479,620	471,700	7,920
192	231	United	11,145	41.0	11,145	0	0	1,162	365,469	0	0
193	176	Saturday Evening Post	11,109	-6.2	3,868	4,679	2,562	380	636,506	473,850	162,656
194	175	Genesis	11,061	3.5	152	84	10,825	168	280,377	2,820	277,558
195	146	Plant Engineering	10,991	-13.6	10,991	0	0	2,104	102,507	0	0
196	173	Yachting	10,968	6.8	7,906	1,762	1,300	1,800	150,994	97,896	53,098
197	363	COMPUTE!	10,870	150.5	4,485	1,799	4,585	1,789	242,809	89,966	152,844
198	206	Architectural Record	10,861	21.3	8,570	2,291	0	1,522	75,912	75,912	0
199	203	Home	10,842	18.0	4,643	4,720	1,478	457	527,317	464,133	63,184
200	208	New Shelter	10,663	20.4	3,629	6,771	263	439	664,874	645,415	19,459

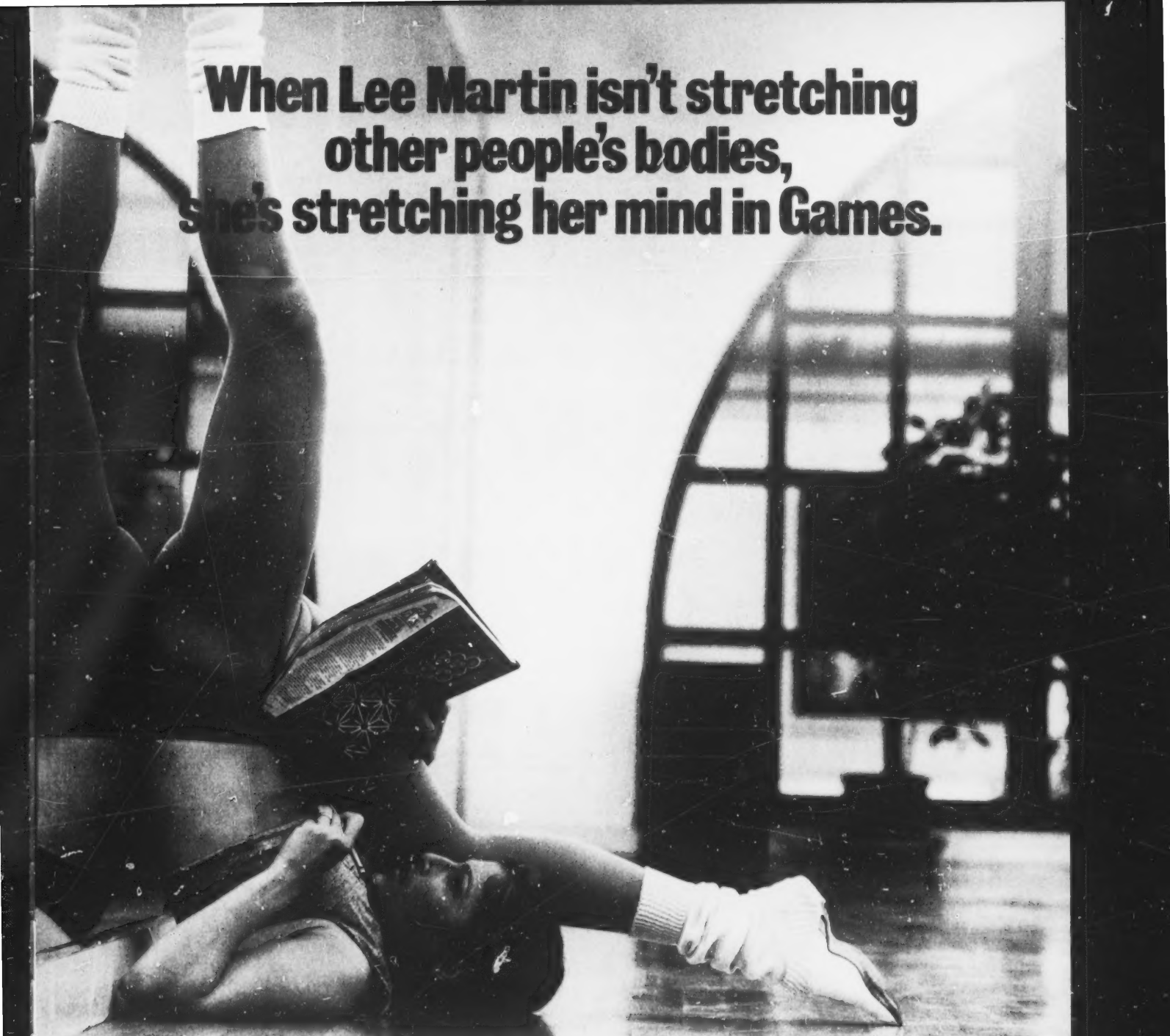
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she's stretching her mind in Games.**

Leg lifts, sit ups and side bends are all in a day's work-out at the Bjorkman & Martin studio.

But after hours of trimming thighs and tightening tummies, Lee Martin reaches out for the latest issue of GAMES magazine. It lets her escape from the physical world to a world of puzzles of every kind—acrostics, mazes, crosswords and brainteasers.

People who read GAMES don't just "read" it. They play it. In fact, every month more than 2½ million loyal readers spend an average of 7.9 hours with every issue and open it nine different times.*

Who are they? Serious people who enjoy stretching their minds—bankers, computer programmers, travel agents, psychologists. Upscale people who not only take GAMES seriously but are serious about buying automobiles, computers, stereos, wines and spirits. Every purchase they make is a calculated move.

So if you want to stretch your media dollars, advertise in GAMES. You'll reach successful people like Lee Martin. And keep your bottom line in great shape.

For more information contact Paula Fierman, Ad Director (212) 421-5984.



For people who work hard at play.

*Source: Kantrowich, Sekely and White Inc. December 1982 study

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201	214	Workbasket	10,507	21.1	2,310	7,866	331	397	1,833,734	1,797,729	36,005
202	177	Purchasing Magazine	10,465	-1.0	10,465	0	0	2,716	97,100	0	0
203	342	InfoWorld	10,450	94.3	7,303	2,254	893	2,746	95,500	83,495	12,005
204	220	Diversion	10,386	22.7	10,386	0	0	2,932	173,721	0	0
205	227	Electronic Buyers' News	10,300	25.6	10,300	0	0	3,170	49,458	0	0
206	197	World Tennis	10,234	11.4	6,635	2,989	610	599	385,784	356,718	29,066
207	361	Popular Computing	10,129	131.1	5,280	2,064	2,785	1,488	263,926	171,098	92,829
208	213	High Fidelity	10,114	6.7	5,283	4,071	760	378	384,018	347,397	36,622
209	189	Playbill	10,076	0.3	9,954	91	31	665	975,936	7,142	1,707
210	*	Shape	10,059	ne	1,355	2,398	6,306	574	401,649	132,170	269,480
211	183	American Legion Mag.	9,980	-2.6	3,705	6,275	0	324	2,510,194	2,510,194	0
212	184	American Baby	9,938	13.9	9,095	843	0	450	1,001,213	89,108	0
213	204	Dun's Business Month	9,929	6.6	9,692	237	0	795	284,503	8,796	0
214	212	Supermarket News	9,861	14.9	9,230	631	0	1,326	54,839	54,839	0
215	294	Venture	9,854	67.4	7,040	2,206	608	799	255,746	230,400	25,346
216	230	Computer Design	9,785	21.3	9,625	160	0	2,240	-93,595	3,200	0
217	226	Black Enterprise	9,781	19.5	7,398	2,161	223	720	243,175	232,564	10,612
218	239	Computer Decisions	9,780	30.3	9,780	0	0	1,920	140,108	0	0
219	287	Computer Systems News	9,700	61.7	9,700	0	0	2,300	-53,910	0	0
220	223	California Magazine	9,692	7.2	7,231	1,896	566	772	250,373	223,733	26,640
221	198	Cycle World	9,674	1.1	5,415	2,313	1,946	607	375,588	267,485	108,103
222	215	Harvard Business Review	9,646	11.4	2,644	6,888	114	391	233,401	229,616	3,785
223	*	Video Review	9,626	ne	5,120	2,579	1,927	779	254,260	171,900	82,360
224	185	Prairie Farmer	9,540	-6.4	7,700	1,840	0	1,184	193,813	193,813	0
225	111	New York News Magazine	9,500	-24.0	9,500	0	0	679	1,606,629	0	0

* = new Follo:400 member
ne = not estimated



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226	210	Interior Design	9,423	6.9	7,520	1,427	476	2,736	48,827	40,889	7,938
227	207	Navy Times	9,362	5.3	6,301	2,507	555	1,949	84,555	77,443	7,112
228	205	Ms.	9,311	3.0	5,055	3,511	746	565	484,744	443,317	41,427
229	258	American Way	9,227	35.2	9,227	0	0	1,123	232,225	0	0
230	170	AMM	9,207	-14.9	5,107	4,100	0	1,813	41,817	41,817	0
231	187	Chemical Week	9,150	-10.1	7,849	1,300	0	1,625	49,723	43,628	0
232	193	New Equipment Digest	9,111	-2.3	9,111	0	0	942	202,238	0	0
233	242	Consumers Digest	9,103	23.5	962	8,141	0	93	903,009	903,009	0
234	217	RN	9,103	0.2	3,946	5,157	0	653	366,024	366,024	0
235	279	Eastern Review	9,100	46.1	9,100	0	0	1,250	307,006	0	0
236	202	Industrial Equip. News	9,055	-1.8	9,055	0	0	902	200,798	0	0
237	235	Swank	8,942	8.6	450	0	8,492	252	188,700	0	188,700
238	257	High Technology	8,858	29.6	3,170	4,799	890	352	341,164	277,074	37,071
239	*	PC World	8,851	ne	5,608	1,177	2,066	2,080	115,143	52,535	62,608
240	*	Natl. Home Center News	8,787	ne	8,787	0	0	2,026	29,024	0	0
241	232	Club International	8,781	-0.1	ne	81	8,700	ne	231,000	3,000	228,000
242	*	On Cable	8,670	ne	2,001	6,669	0	183	1,193,601	489,619	0
243	244	GEO	8,654	18.1	2,632	5,372	650	341	229,326	213,738	15,588
244	*	Meeting News	8,634	ne	8,634	0	0	1,693	70,646	0	0
245	268	American Medical News	8,628	34.1	8,497	131	0	886	318,642	230,232	0
246	237	The Washingtonian Mag.	8,518	12.3	6,033	1,555	931	1,744	131,615	91,846	39,770
247	240	Journal of Accountancy	8,507	13.7	3,598	4,909	0	922	263,571	263,571	0
248	229	Velvet	8,485	3.7	150	40	8,295	125	176,100	1,100	175,000
249	255	Annals of Int. Medicine	8,478	23.5	4,637	3,841	0	1,957	93,497	93,497	0
250	250	American Photographer	8,473	20.5	4,569	2,847	1,057	613	264,904	223,443	41,462

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251	213	Hoard's Dairyman	8,443	0.1	7,238	1,204	0	848	196,282	196,282	0
252	254	Trailer Life	8,374	21.7	5,567	2,475	332	1,287	321,641	303,199	18,442
253	233	Chemical & Engin. News	8,291	6.6	5,900	2,391	0	1,184	125,827	125,827	0
254	260	Motor Boating & Sailing	8,243	14.8	6,300	1,063	881	1,599	142,094	108,266	33,828
255	190	Bassmaster Magazine	8,203	3.9	4,109	3,773	321	418	397,367	377,314	20,054
256	251	Bus. & Comm. Aviation	8,178	16.8	8,178	0	0	1,128	51,726	0	0
257	236	Patient Care	8,144	6.5	8,144	0	0	2,465	112,899	0	0
258	225	The Farmer	8,097	-2.9	7,072	1,025	0	1,183	150,016	150,016	0
259	357	Bulldozer	8,040	81.2	5,308	2,732	0	833	176,361	165,061	0
260	270	Bicycling	8,038	25.6	4,379	2,325	1,334	897	231,761	157,626	74,135
261	209	American Jour. of Nursing	8,020	-9.2	3,235	4,784	0	716	316,552	316,552	0
262	246	Philadelphia Magazine	7,960	10.2	6,190	1,119	650	1,611	142,988	115,193	27,795
263	245	National Wildlife	7,823	7.8	0	7,823	0	0	745,000	745,000	0
264	273	Chronicle of Higher Ed.	7,756	22.8	5,009	2,747	0	1,867	71,230	71,230	0
265	323	AutoWeek	7,725	42.3	4,955	2,628	142	1,501	129,037	126,847	2,190
266	298	Postgraduate Medicine	7,670	35.4	7,670	0	0	2,356	124,539	0	0
267	366	Circus Magazine	7,668	80.1	1,074	493	6,100	361	286,650	25,955	260,695
268	290	Crain's Chicago Business	7,644	28.0	6,466	1,064	114	1,521	45,000	34,011	2,842
269	259	Hospital Practice	7,627	13.2	7,627	0	0	1,925	193,004	0	0
270	169	Audubon	7,604	7.2	1,520	5,987	97	217	379,552	374,177	5,375
271	262	80 Micro	7,510	25.9	3,121	2,375	2,013	2,206	123,970	76,853	47,117
272	228	Soldier of Fortune	7,475	-7.3	1,041	1,007	5,428	463	187,505	38,717	148,788
273	247	Progressive Grocer	7,420	1.9	7,420	0	0	1,171	76,144	0	0
274	264	The Blood-Horse	7,378	12.3	6,096	1,172	110	7,227	19,810	18,849	961
275	222	Dial	7,377	2.0	3,565	3,812	0	202	1,270,732	1,270,732	0

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276	196	Instructor	7,355	9.5	4,145	3,210	0	808	256,811	256,811	0
277	281	Country Journal	7,344	18.7	3,272	3,539	533	519	307,647	282,251	25,397
278	329	Crafts Magazine	7,298	50.5	1,504	3,385	2,409	657	378,982	264,251	114,732
279	252	EC&M	7,248	4.7	5,911	1,336	0	1,152	74,248	74,248	0
280	386	Data Communications	7,223	65.0	6,495	728	0	2,024	33,905	30,469	0
281	266	Emergency Medicine	7,222	11.1	7,222	0	0	2,686	131,022	0	0
282	341	Delta Sky	7,128	50.4	7,128	0	0	800	294,000	0	0
283	284	Skin Diver	7,083	16.5	5,136	1,256	691	865	196,906	168,099	28,808
284	224	National Jeweler	7,047	-2.6	6,792	255	0	2,322	31,595	14,168	0
285	285	Amer. Family Physician	7,036	16.3	7,036	0	0	2,243	127,355	0	0
286	312	Savvy	7,021	32.4	3,702	2,999	321	511	295,552	282,186	13,366
287	280	Boston Magazine	6,991	12.3	5,551	1,042	398	1,629	112,670	93,738	18,932
288	256	Players	6,970	1.6	176	56	6,739	78	206,432	2,235	204,197
289	322	4 Wheel & Off-Road	6,898	37.5	3,009	1,100	2,788	806	263,982	131,201	132,781
290	302	Workbench	6,886	23.8	2,840	3,710	336	396	843,900	806,517	37,383
291	278	Chic	6,768	8.5	ne	132	6,636	ne	162,000	4,000	158,000
292	297	Business Insurance	6,735	15.8	5,737	997	0	1,488	42,415	27,705	0
293	272	Progressive Architect.	6,728	4.5	5,165	1,563	0	1,240	72,934	72,934	0
294	248	Modern Plastics	6,719	-5.2	5,501	1,218	0	1,130	48,108	48,108	0
295	385	American Health	6,669	68.4	1,961	3,880	828	256	500,174	431,145	69,029
296	271	Research & Development	6,625	4.2	6,625	0	0	1,474	107,602	0	0
297	241	Petersen's Photographic	6,562	-11.3	3,931	1,415	1,216	460	279,489	211,925	67,564
298	249	Consultant	6,561	-7.3	6,561	0	0	1,877	122,532	0	0
299	304	Mod. Materials Handlg.	6,514	17.4	6,514	0	0	1,645	105,601	0	0
300	*	Softalk	6,507	ne	4,819	1,023	666	1,934	152,070	51,835	18,487

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301	334	Outside	6,470	34.3	3,448	1,812	1,210	481	215,072	146,140	68,932
302	276	AOPA Pilot	6,462	3.5	3,295	3,167	0	507	263,764	263,764	0
303	269	Eros	6,413	-0.1	ne	0	6,413	ne	167,000	0	167,000
304	263	Hadassah Magazine	6,348	-1.0	1,034	5,314	0	190	354,265	354,265	0
305	292	Wallaces Farmer	6,345	6.9	5,316	1,029	0	1,240	109,565	109,565	0
306	275	Popular Hot Rodding	6,331	1.3	1,742	630	3,959	433	253,819	67,427	186,392
307	289	The Office	6,300	5.4	6,300	0	0	1,787	151,869	0	0
308	277	MD	6,270	0.5	6,270	0	0	1,972	156,065	0	0
309	*	MIS Week	6,270	ne	6,270	0	0	1,308	100,250	0	0
310	338	Spectrum Magazine	6,267	33.0	4,444	1,823	0	1,019	230,803	221,189	0
311	316	Amer. Bar Assoc. Jour.	6,244	25.5	4,474	1,770	0	645	333,041	321,773	0
312	267	Publishers Weekly	6,224	6.9	4,055	2,169	0	2,369	37,896	37,896	0
313	234	Iron Age	6,153	-20.4	5,900	253	0	1,275	113,822	4,609	0
314	221	Arizona Highways	6,148	-8.9	0	5,516	632	0	411,092	375,980	35,112
315	315	Gifts & Decor. Access.	6,111	18.1	5,316	795	0	2,310	33,511	33,511	0
316	306	Fleet Owner/Big Fleet Ed.	6,094	11.4	6,094	0	0	1,141	75,958	0	0
317	296	Packaging Digest	6,088	4.4	6,088	0	0	1,287	82,718	0	0
318	288	Decision	6,000	0.0	0	6,000	0	0	2,000,000	2,000,000	0
319	320	D Magazine	5,990	18.1	4,882	683	425	1,415	78,169	60,022	18,148
320	307	Modern Salon	5,956	9.3	4,520	1,436	0	780	117,794	93,159	0
321	*	Cruising World	5,928	ne	3,585	1,416	927	1,687	112,951	79,250	33,701
322	372	Video	5,911	51.7	2,552	1,690	1,668	770	235,549	161,598	73,951
323	282	Houston Home & Garden	5,884	-4.3	4,587	921	376	1,272	88,885	73,207	15,678
324	313	Graphic Arts Monthly	5,800	9.4	5,800	0	0	1,831	84,454	0	0
325	352	Discount Store News	5,787	28.6	5,600	187	0	1,051	22,435	22,435	0

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- Circulation Management and Subscription Fulfillment
- Advertising Order and Billing
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We've designed each system to be comprehensive, flexible and readily adaptable to your particular business. Each system incorporates dozens of user-selected criteria to produce subscriber data, report formats, account structures, and all other output in the manner that best meets your changing needs. And all systems are designed for efficient, on-line use by any member of your publishing organization.

The INTACT 50 Circulation Management System gives you complete control over every aspect of circulation and fulfillment operations. Everything from detailed analysis of promotions to invoice and label generation. Study renewal rates, do expiration or future term analysis. This system can support any number of titles and can process any subscription mix—including automated preparation of both ABC and BPA audit reports. And since all data is on-line, managers get timely information and subscribers get the best service.

Our Advertising Order and Billing System is a complete system for entering insertion orders and contracts, generating confirmation letters, invoices, reminders and much more. All report formats are flexible—so you get the information you need, the way you want it. All calculations, for past, current or future rate cards, premiums charges discounts, commissions, cash receipts and more, are performed automatically to save you time (yet you can still override the system and "handwrite" special terms). Automated posting to Accounts Receivable and General Ledger simplifies your accounting (which for one of our clients means posting more than \$1 million per month in ad revenue alone).

Our complete line of Financial Systems is designed to make your accounting operation even more efficient. More than a hundred report types come with these systems. Each can be user-tailored to meet your specific needs. Sort and select detail levels for summary management reports—or get finely detailed analyses.

INTACT 50 meets or exceeds all GAAP and current EDP audit standards. And there is even a full color Business Graphics module that can transform the most complex circulation or financial report into an easily understood color graphic.

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The Follo:400

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326	326	Bakery Prodctn. & Mktg.	5,746	17.3	5,746	0	0	2,177	30,123	0	0
327	300	Modern Medicine	5,741	1.8	5,741	0	0	1,785	120,101	0	0
328	311	Sales & Marketing Mgmt.	5,734	6.9	3,901	1,833	0	1,041	44,076	44,076	0
329	324	Early American Life	5,671	14.3	865	4,324	482	196	363,469	331,359	32,110
330	353	Control Engineering	5,648	25.6	5,537	111	0	1,423	82,568	2,468	0
331	337	Telephony	5,635	17.4	4,834	801	0	3,605	28,781	28,781	0
332	274	Successful Meetings	5,524	6.8	5,624	0	0	1,190	77,244	0	0
333	303	The High Plains Journal	5,606	1.0	4,408	1,198	0	11,484	53,208	53,208	0
334	348	Hospitals	5,604	21.6	5,288	216	0	1,782	81,377	6,178	0
335	286	Medical World News	5,578	-7.4	5,421	157	0	1,526	117,060	4,760	0
336	328	50 Plus	5,559	15.5	1,857	3,702	0	311	287,196	287,196	0
337	375	Information Systems News	5,540	28.8	5,540	0	0	1,002	100,009	0	0
338	368	Physician's Management	5,521	30.8	5,521	0	0	1,861	109,566	0	0
339	356	Bldg. Supply & Home Cirs.	5,443	22.1	5,443	0	0	1,447	36,087	0	0
340	318	Christianity Today	5,441	6.7	2,147	3,243	52	734	179,449	176,907	1,357
341	383	Communications News	5,376	35.1	5,084	292	0	1,390	45,247	13,900	0
342	362	TWA Ambassador	5,286	20.9	5,286	0	0	652	241,575	0	0
343	340	Chem.Mkt.Rep./Chem.Bus.	5,239	10.1	4,363	876	0	2,434	16,024	16,024	0
344	395	Institutional Distrib.	5,214	16.4	5,214	0	0	1,309	30,275	0	0
345	330	Linn's Stamp News	5,212	7.5	3,374	1,533	304	3,484	84,495	79,818	4,678
346	325	Electronic Products	5,200	25.0	5,200	0	0	1,510	120,000	0	0
347	319	Petersen's Hunting	5,186	2.1	2,394	1,391	1,400	478	273,069	197,368	75,701
348	336	A.C.,Htg. & Ref. News	5,148	7.3	4,290	858	0	2,700	26,911	26,911	0
349	365	Heavy Duty Trucking	5,145	20.8	5,145	0	0	1,001	90,779	0	0
350	369	Audio	5,133	47.6	3,214	1,167	752	733	150,544	114,718	35,826



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BUSINESS WITH BILL*

[Frankly, an advertisement]

Yes, frankly, this is an ad. Our objective? If we can reflect to you the uniqueness of our Bill Communications' properties, then you can judge us even better as a reader, perhaps an advertiser, and maybe even a future fellow employee.

John Hartman
Chairman of the Board
Bill Communications, Inc.

There's great news in the publishing business—it's a company called Bill Communications. Associates and friends from other publishing companies where I've worked are openly surprised when I describe the freedom, flexibility, responsibility, and opportunity that goes with working for BillCom's Plastics Technology.

The company respects the individual and measures corporate success by the success of the individual. This kind of environment fosters excellence at every level.

There is a minimum of management stratification in Bill Communications. Each division functions with an entrepreneurial charter that facilitates quick adaptation to changing market needs and exciting new-product developments.

In the last twelve months at Plastics Technology, the marketing, editorial, and support staffs have all been a part of the action in the continued growth of Plastics Technology, including the creation of new electronic database publishing businesses, target marketing joint ventures, and much more.

The BillCom environment generates products from which everyone benefits, especially BillCom publication readers and advertisers. Is working for BillCom exciting? You bet!

James A. Vick
Director of Advertising
Plastics Technology

With Bill: 1 Year

Any good job will give you the opportunity to better yourself and to advance your position within a company, but Bill Communications gives you much more. How else could I have started as a clerk-typist and (with no sales experience) gotten to be a sales representative in four years?

Bill Communications is a very special place to work because at Bill you get a feeling of being part of a close-knit family. There is a willingness to help people who stumble because you get the same consideration in return. This establishes an openness of communication and accessibility from the top manager to the newest employee.

Bill is a place where personal development is considered as important as professional success; a place where constructive advice will be found both within your own division and also from others. It's a place where fear of failure is overpowered by the excitement of possible success; a place where solutions are sought out at the expense of standard operating procedures. Everyone at Bill recognizes that the company's greatest asset is properly acknowledged—the people who work here. Bill Communications is a place where everyone comes to work knowing that we are all happily working towards one common goal—personal growth and success.

Andrew J. Desidoro
Regional Sales Manager
Sales & Marketing Management

With Bill: 11 Years

To develop the most effective communications company possible, a firm has to create a climate in which the employees can recognize the part that they are to play. It is amazing to me how few communications companies do an effective internal communications job; in too many of these firms the employees are left to ponder the immediate as well as long-range objectives and to surmise their own roles in meeting any of the assumed objectives.

That is not the case at Bill Communications. Since I came here almost 4 years ago, after 13 years at a leading publishing company, I have found Bill to be a company that is concerned with its prime resource, people. The people who work at Bill know that they are part of the whole team, they know that they have specific goals to achieve, and they know that they will receive the encouragement, guidance, or criticism needed to help them achieve their goals.

As an editor, my own personal satisfaction is in producing a publication that meets the needs of my audience and presents editorial content to this audience in a meaningful, understandable, timely, and readable form. At Bill I have received the encouragement and support to strive toward those goals. This open and direct atmosphere makes it a good place to work.

Irvin J. Schwartz
Editor
Industrial Chemical News

With Bill: 4 years

*BILL COMMUNICATIONS, INC. PUBLICATION DIVISION: AUTOMOTIVE CHAIN STORE INCENTIVE MARKETING INDUSTRIAL CHEMICAL NEWS
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CORPORATE HEADQUARTERS: 633 THIRD AVENUE, NEW YORK, NY 10017 [212-986-4800].

The Folio:400

Rank '83	Rank '82	Magazine name	Est. 1983 Total Revenue (\$000)	Total Revenue Growth %	Est. 1983 Ad Revenue (\$000)	Est. 1983 Sub. Revenue (\$000)	Est. 1983 Newstd. Revenue (\$000)	Est. 1983 Ad Pages	Est. 1983 Average Circ.	Est. 1983 Average Subscrip. Circ.	Est. 1983 Average Newsstand Circ.
351	335	Practical Cardiology	5,132	22.2	5,132	0	0	1,692	145,000	0	0
352	339	Chemical Equipment	5,126	7.7	5,126	0	0	1,130	70,107	0	0
353	332	Moody Monthly	5,124	6.1	1,585	3,381	157	576	233,302	226,143	7,159
354	295	Our Sunday Visitor	5,102	-7.5	663	1,264	3,174	312	262,520	109,920	152,600
355	344	American Artist	5,092	7.9	2,137	2,507	449	570	162,818	144,128	18,691
356	301	Motorcyclist	5,043	-9.7	2,759	1,056	1,228	416	220,779	152,576	68,203
357	327	Model Railroader	4,982	1.8	1,405	1,759	1,818	1,073	179,261	92,677	86,584
358	350	Hardware Retailing	4,973	9.1	4,848	126	0	1,550	66,724	34,204	0
359	355	Shooting Times	4,935	10.5	1,279	1,468	2,187	449	208,034	103,879	104,155
360	345	Learning	4,916	4.4	2,600	2,316	0	516	189,599	189,599	0
361	321	Infosystems	4,869	-3.2	4,869	0	0	849	127,401	0	0
362	*	Chain Store Age G.M.E.	4,855	ne	4,648	207	0	950	25,800	25,800	0
363	299	Financial World	4,834	4.9	1,966	2,598	270	460	103,739	97,035	6,705
364	*	Interface Age	4,828	ne	2,600	651	1,578	800	80,723	36,156	44,567
365	349	Daily Word	4,800	4.3	0	4,800	0	0	2,400,000	2,400,000	0
366	397	Restaurant Hospitality	4,800	29.1	4,800	0	0	1,186	82,526	0	0
367	308	Chemical Processing	4,773	-12.3	4,773	0	0	1,328	80,035	0	0
368	265	American Machinist	4,744	-13.9	4,744	0	0	1,299	62,457	0	0
369	389	Pensions & Invest. Age	4,728	22.2	4,071	657	0	784	37,101	12,176	0
370	*	Building Dsgn. & Const.	4,724	ne	4,724	0	0	1,086	65,359	0	0
371	390	Americana	4,722	22.2	1,576	2,884	262	222	330,868	308,485	22,383
372	381	Drug Therapy (Office)	4,715	16.5	4,715	0	0	1,810	144,382	0	0
373	382	V.F.W. Magazine	4,707	17.2	2,893	1,814	0	323	1,809,252	1,809,252	0
374	364	Modern Office Technology	4,706	9.8	4,706	0	0	1,211	137,265	0	0
375	317	Heavy Metal	4,639	-9.2	100	397	4,142	32	200,940	28,358	172,582

* = new Folio:400 member
ne = not estimated

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The Folio:400

Rank '83 '82	Magazine name	Est. 1983 Total Revenue (\$000)	Total Revenue Growth %	Est. 1983 Ad Revenue (\$000)	Est. 1983 Sub. Revenue (\$000)	Est. 1983 Newsstd. Revenue (\$000)	Est. 1983 Ad Pages	Est. 1983 Average Circ.	Est. 1983 Average Subscrip. Circ.	Est. 1983 Average Newsstand Circ.
376 *	Off Duty	4,634	ne	4,634	0	0	296	656,776	0	0
377 314	Power	4,631	-10.4	3,984	647	0	1,194	56,910	53,929	0
376 387	Drug Store News	4,600	18.0	4,200	400	0	913	34,368	34,368	0
379 358	Moneysworth	4,582	3.5	381	4,201	0	72	856,177	840,131	0
380 400	Success	4,573	26.3	1,750	2,262	561	413	251,683	220,511	31,172
381 333	Motor	4,560	-5.3	3,042	1,518	0	494	126,635	126,635	0
382 *	Texas Homes	4,501	ne	3,082	1,048	370	838	81,152	68,808	12,344
383 *	Consumer Electronics	4,500	ne	4,500	0	0	1,100	60,341	0	0
384 *	Pan Am Clipper	4,490	ne	4,490	0	0	506	230,249	0	0
385 374	Drug Topics	4,418	6.4	4,339	79	0	971	80,586	2,540	0
386 *	Ladycom	4,367	ne	4,367	0	0	389	488,775	0	0
387 392	San Diego Magazine	4,364	16.1	3,500	582	282	1,701	54,784	43,040	11,744
388 *	Modern Healthcare	4,318	ne	4,044	274	0	1,268	70,347	7,835	0
389 *	Telephone Eng. & Mgmt.	4,307	ne	3,953	354	0	2,233	34,813	16,836	0
390 398	Multichannel News	4,271	15.0	4,053	218	0	1,898	14,810	10,384	0
391 373	Western Horseman	4,251	2.3	1,881	1,196	1,173	760	167,048	101,876	65,172
392 *	Material Handling Engin.	4,200	ne	4,200	0	0	1,320	105,483	0	0
393 399	Physician & Sports Med.	4,199	14.5	4,199	0	0	1,221	92,989	0	0
394 *	Computer Merchandising	4,198	ne	4,198	0	0	2,073	25,212	0	0
395 *	Electronic Business	4,192	ne	4,193	0	0	1,455	47,095	0	0
396 *	The Rotarian	4,177	ne	705	3,472	0	162	478,876	478,876	0
397 *	Packaging	4,143	ne	4,143	0	0	1,134	69,066	0	0
398 370	Flower & Garden	4,141	-0.8	1,320	2,739	81	234	593,107	584,066	9,042
399 *	Art In America	4,137	ne	2,378	1,296	463	1,312	47,603	37,087	10,517
400 283	Hydrocarbon Processing	4,123	-20.9	3,812	311	0	1,466	36,207	32,321	0

* = new Folio:400 member
ne = not estimated



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**LEADERSHIP IN BUSINESS
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Top 50 consumer magazines by advertising revenue

Rank '83 '82	Magazine Name	1983 Advertising Revenue (\$000)	%Chg. '82/'83
1	1 Time	298,612	16.5
2	2 TV Guide	269,422	11.6
3	3 Newsweek	218,723	12.0
4	4 Sports Illustrated	188,222	15.6
5	5 People Weekly	175,515	10.2
6	6 Parade	168,564	7.2
7	7 Business Week	156,499	16.8
8	8 Good Housekeeping	127,243	15.2
9	9 Family Circle	118,830	11.9
10	12 Better Homes & Gardens	109,038	8.7
11	13 Woman's Day	105,865	19.1
12	11 Family Weekly	102,509	1.1
13	10 Reader's Digest	101,649	-3.1
14	15 Fortune	101,416	33.2
15	14 U.S. News & World Report	93,854	12.0
16	17 New York Times Magazine	91,153	19.9
17	19 Forbes	84,502	31.7
18	18 Cosmopolitan	81,270	20.2
19	20 McCall's	64,413	3.9
20	16 Playboy	60,562	-20.3
21	22 Glamour	58,585	24.9
22	25 Ladies' Home Journal	57,423	32.4
23	21 The New Yorker	57,226	1.6
24	23 Vogue	56,232	24.5
25	26 Southern Living	46,895	13.7
26	24 Redbook Magazine	44,515	-1.3
27	28 Money	42,036	27.8
28	27 Sunset	39,811	13.0
29	33 New York Magazine	31,988	25.3
30	32 Field & Stream	30,715	11.3
31	39 Life	29,314	26.5
32	35 Mademoiselle	29,268	22.8
33	41 Ebony	29,048	29.8
34	29 Popular Photography	28,793	-5.3
35	45 Golf Digest	28,359	37.4
36	30 National Enquirer	28,300	9.9
37	38 National Geographic	27,379	17.0
38	48 Byte	26,635	41.7
39	43 Parents	26,127	17.7
40	36 Seventeen	25,818	8.4
41	31 Penthouse	25,793	-7.2
42	34 Smithsonian	25,724	6.6
43	56 Inc.	25,321	49.6
44	37 Popular Mechanics	24,739	5.7
45	42 Architectural Digest	24,622	10.4
46	68 Esquire	24,380	84.0
47	52 Harper's Bazaar	23,807	29.2
48	46 Car and Driver	22,933	16.1
49	47 Popular Science	22,332	13.1
50	44 Travel & Leisure	21,825	5.0

Top 50 consumer magazines by advertising pages

Rank '83 '82	Magazine Name	1983 Advertising Pages	%Chg. '82/'83
1	1 Business Week	4,644	7.3
2	3 Byte	4,330	8.2
3	* PC	4,283	ne
4	2 New York Times Magazine	4,186	1.7
5	6 TV Guide	3,644	0.8
6	4 The New Yorker	3,637	-6.8
7	5 Linn's Stamp News	3,484	-7.8
8	7 People Weekly	3,449	-3.3
9	8 Forbes	3,402	15.5
10	11 Fortune	3,289	20.6
11	10 Vogue	3,113	11.4
12	9 Newsweek	2,958	3.3
13	14 New York Magazine	2,920	15.1
14	13 Sports Illustrated	2,761	2.1
15	18 InfoWorld	2,746	22.7
16	12 Time	2,699	2.2
17	16 Los Angeles Magazine	2,458	1.2
18	17 Cosmopolitan	2,442	7.4
19	* Personal Computing	2,427	30.6
20	19 Barron's	2,276	2.7
21	15 80 Micro	2,206	-12.2
22	31 Creative Computing	2,144	27.6
23	20 Good Housekeeping	2,097	4.1
24	* PC World	2,080	ne
25	23 Glamour	2,027	7.5
26	21 Navy Times	1,949	-0.8
27	* Softalk	1,934	ne
28	33 Bride's	1,841	10.4
29	27 Town & Country	1,813	5.5
30	22 Yachting	1,800	-5.9
31	61 COMPUTE!	1,789	48.5
32	30 Family Circle	1,788	5.7
33	26 U.S. News & World Report	1,785	2.5
34	29 Sunset	1,776	4.8
35	28 Air Force Times	1,770	4.4
36	25 Chicago	1,768	1.1
37	34 The Washingtonian Mag.	1,744	4.7
38	32 Army Times	1,738	3.8
39	40 San Diego Magazine	1,701	8.8
40	* Cruising World	1,687	ne
41	38 Boston Magazine	1,629	0.8
42	39 Philadelphia Magazine	1,611	2.7
43	44 Woman's Day	1,607	9.7
44	48 Motor Boating & Sailing	1,599	11.5
45	43 Mademoiselle	1,574	3.1
46	37 Architectural Digest	1,566	-3.6
47	52 Harper's Bazaar	1,555	12.5
48	47 Modern Bride	1,540	7.3
49	36 Texas Monthly	1,529	-7.3
50	56 Crain's Chicago Business	1,521	16.0

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Top 50 consumer magazines by net change in ad revenue vs. '82

Rank '83	Magazine Name	Net Chg. '82/'83 (\$000)	1983 Ad Rev. (\$000)
1	Time	42,202	298,612
2	TV Guide	27,949	269,422
3	Sports Illustrated	25,335	188,222
4	Fortune	25,266	101,416
5	Newsweek	23,364	218,723
6	Business Week	22,552	156,499
7	Forbes	20,330	84,502
8	Woman's Day	16,956	105,865
9	Good Housekeeping	16,778	127,243
10	People Weekly	16,196	175,515
11	New York Times Mag.	15,153	91,153
12	Ladies' Home Journal	14,038	57,423
13	Cosmopolitan	13,655	81,270
14	Family Circle	12,633	118,830
15	Glamour	11,670	58,585
16	Parade	11,308	168,564
17	Esquire	11,130	24,380
18	Vogue	11,078	56,232
19	U.S. News & World Rpt.	10,033	93,854
20	Personal Computing	9,498	14,489
21	Money	9,140	42,036
22	Better Homes & Gardens	8,749	109,038
23	Inc.	8,392	25,321
24	Byte	7,841	26,635
25	Golf Digest	7,712	28,359
26	Ebony	6,677	29,048
27	New York Magazine	6,469	31,988
28	Life	6,146	29,314
29	Southern Living	5,637	46,895
30	Mademoiselle	5,443	29,268
31	Harper's Bazaar	5,383	23,807
32	Modern Maturity	4,977	14,764
33	Town & Country	4,753	21,601
34	Sunset	4,566	39,811
35	Rolling Stone	4,441	21,672
36	Gentlemen's Quarterly	4,401	17,348
37	Working Woman	4,195	14,416
38	Country Living	4,009	9,302
39	National Geographic	3,982	27,379
40	Parents	3,930	26,127
41	Creative Computing	3,849	8,301
42	Road & Track	3,809	20,785
43	Venture	3,695	7,040
44	House Beautiful	3,667	21,707
45	InfoWorld	3,653	7,303
46	Self	3,481	17,102
47	Prevention	3,451	16,229
48	Popular Computing	3,407	5,280
49	United	3,243	11,145
50	Car and Driver	3,175	22,933

Top 50 consumer magazines by net change in ad pages vs. '82

Rank '83	Magazine Name	Net Chg. '82/'83	1983 Ad Pages
1	Popular Computing	678	1,488
2	COMPUTE!	584	1,789
3	Personal Computing	569	2,427
4	Fortune	563	3,289
5	InfoWorld	508	2,746
6	Esquire	476	1,255
7	Creative Computing	464	2,144
8	Forbes	456	3,402
9	New York Magazine	384	2,920
10	Byte	329	4,330
11	Venture	327	799
12	Vogue	319	3,113
13	Business Week	318	4,644
14	Inc.	299	1,345
15	Eastern Review	294	1,250
16	Ladies' Home Journal	249	1,166
17	United	247	1,162
18	Audio	243	733
19	Country Living	217	637
20	Crain's Chicago Business	210	1,521
21	Delta Sky	207	800
22	American Way	193	1,123
23	4 Wheel & Off-Road	193	806
24	Working Woman	183	1,192
25	Golf Digest	180	1,059
26	Jet	180	1,013
27	Bride's	174	1,841
28	Harper's Bazaar	173	1,555
29	Cosmopolitan	169	2,442
30	Motor Boating & Sailing	165	1,599
31	Tennis	165	924
32	The Atlantic	152	515
33	Home	144	457
34	Glamour	142	2,027
35	Woman's Day	142	1,607
36	Frequent Flyer	139	491
37	San Diego Magazine	137	1,701
38	Bicycling	136	897
39	Crafts Magazine	135	657
40	GEO	120	341
41	Life	111	734
42	Gentlemen's Quarterly	108	1,449
43	Modern Bride	105	1,540
44	American Health	102	256
45	House Beautiful	100	1,100
46	Natural History	100	468
47	Science Digest	100	428
48	Money	99	1,431
49	Outside	99	481
50	Family Circle	97	1,788

Top 50 consumer magazines by subscription revenue

Rank '83 '82	Magazine Name	1983 Subscription Revenue (\$000)	% Chg. '82/'83
1	1 TV Guide	186,086	4.4
2	2 Reader's Digest	177,069	4.5
3	3 Time	166,586	13.5
4	4 National Geographic	157,381	10.6
5	6 Sports Illustrated	86,289	14.0
6	5 Newsweek	84,212	10.3
7	8 U.S. News & World Report	66,042	22.8
8	7 Better Homes & Gardens	58,339	3.5
9	9 McCall's	54,634	8.2
10	13 Ladies' Home Journal	53,725	39.6
11	10 Playboy	46,817	6.5
12	12 Good Housekeeping	42,721	8.7
13	18 People Weekly	39,521	59.7
14	11 Consumer Reports	39,200	-2.0
15	15 Southern Living	33,336	13.6
16	17 Prevention	33,206	22.8
17	14 Smithsonian	32,986	4.9
18	16 Redbook Magazine	28,354	-2.1
19	20 Highlights for Children	27,234	22.0
20	19 Business Week	25,833	6.0
21	23 Money	24,837	34.4
22	22 Guideposts	24,124	17.0
23	21 Forbes	22,975	10.6
24	24 Fortune	22,076	12.4
25	29 Jet	21,289	39.1
26	28 Life	18,995	22.7
27	43 The Sporting News	18,634	54.3
28	26 Modern Maturity	18,118	10.2
29	27 Changing Times	17,134	4.2
30	29 Ebony	16,610	33.2
31	30 Architectural Digest	16,412	9.5
32	32 Parents	16,364	14.9
33	36 Field & Stream	15,864	14.6
34	31 Organic Gardening	15,784	6.7
35	25 Travel & Leisure	15,599	-8.9
36	34 Discover	15,544	10.7
37	40 1001 Home Ideas	14,676	24.9
38	* Endless Vacation	14,321	ne
39	33 Popular Science	14,280	1.4
40	38 Bon Appetit	14,089	6.2
41	* House & Garden	13,719	98.7
42	50 Seventeen	12,698	19.7
43	44 Scientific American	12,604	12.1
44	49 Golf Digest	12,573	17.6
45	35 Natl. Geographic World	12,546	-10.1
46	46 The New Yorker	12,433	15.2
47	37 Sunset	12,165	0.9
48	41 Mother Earth News	12,018	-4.6
49	* Frequent Flyer	11,913	23.8
50	39 Outdoor Life	11,476	-9.2

Top 50 consumer magazines by newsstand revenue

Rank '83 '82	Magazine Name	1983 Newsstand Revenue (\$000)	% Chg. '82/'83
1	1 TV Guide	240,017	-1.1
2	2 National Enquirer	149,321	-4.1
3	3 Penthouse	119,775	-9.5
4	4 People Weekly	110,686	6.5
5	5 The Star	89,263	1.5
6	6 Family Circle	88,409	5.9
7	7 Woman's Day	82,201	13.1
8	8 Playboy	70,331	2.3
9	9 Cosmopolitan	58,561	3.1
10	10 Globe	48,025	-0.8
11	11 Hustler	44,229	-5.9
12	12 Good Housekeeping	37,339	7.6
13	13 Glamour	29,630	9.0
14	15 Vogue	24,664	12.4
15	14 National Examiner	24,123	-0.2
16	16 Time	22,441	2.6
17	17 Club	20,714	5.5
18	22 Gallery	19,336	17.8
19	18 Mademoiselle	17,601	2.0
20	28 Ladies' Home Journal	16,982	12.5
21	23 Life	16,823	7.1
22	30 Reader's Digest	16,779	19.1
23	19 Newsweek	16,204	-6.0
24	24 Oui	15,400	10.3
25	26 Playgirl	15,258	0.6
26	20 High Society	15,253	-8.2
27	21 Us	14,857	-10.2
28	31 New Woman	13,548	-1.8
29	33 McCall's	13,496	13.3
30	27 Cheri	13,084	-13.4
31	25 Omni	13,075	-14.2
32	29 Jet	12,630	-16.3
33	36 Self	12,168	16.7
34	32 Redbook Magazine	11,242	-6.7
35	35 Genesis	10,825	1.8
36	34 Forum	10,788	-6.5
37	46 Soap Opera Digest	10,554	32.6
38	40 Gentlemen's Quarterly	10,526	14.9
39	42 Better Homes & Gardens	10,282	15.2
40	39 Harper's Bazaar	10,166	4.6
41	37 Rolling Stone	9,829	-2.3
42	48 Sports Illustrated	9,349	23.6
43	43 Club International	8,700	-0.2
44	38 Easyriders	8,624	-12.8
45	41 Seventeen	8,599	-4.9
46	58 Country Living	8,535	45.1
47	47 Swank	8,492	9.9
48	56 Barron's	8,354	36.6
49	45 Velvet	8,295	1.4
50	69 Grit	7,191	-2.0

ne = not estimated
* = not included

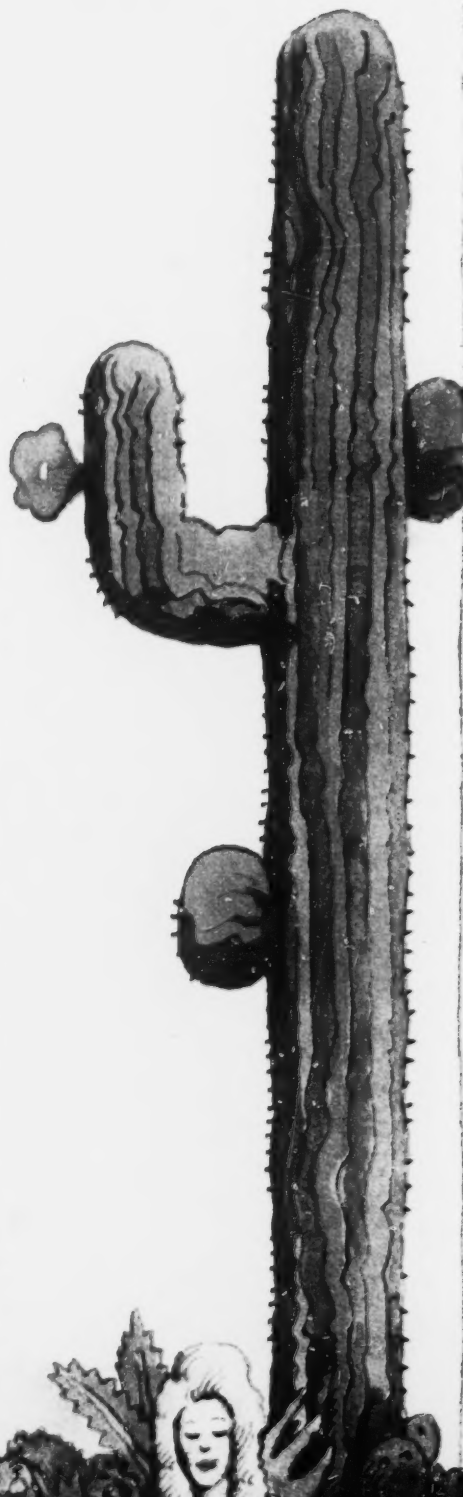
Figures are FOLIO estimates for the calendar year 1983.
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Southwest

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Southeast

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**ADWEEK
NETWORK**



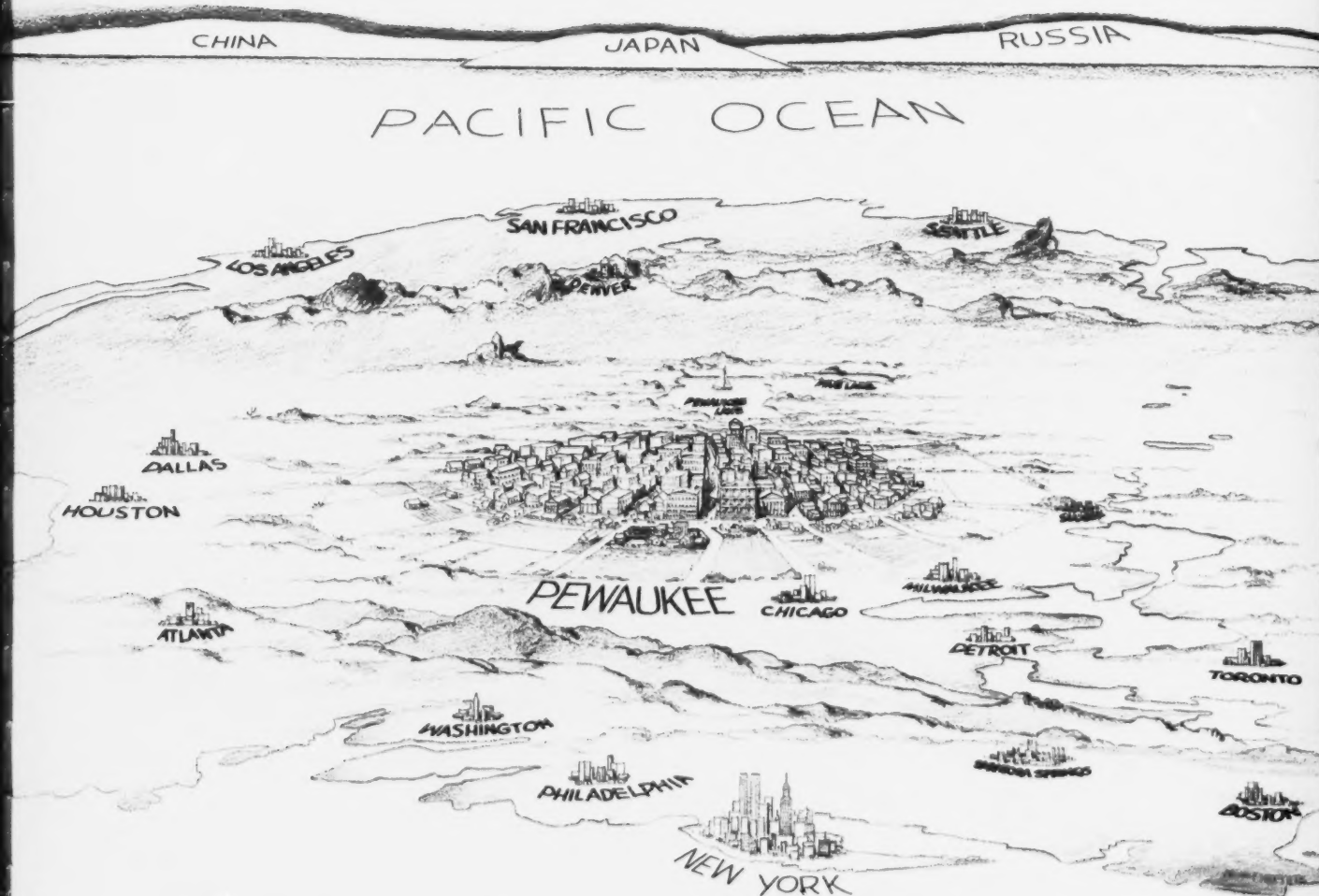
Top 50 consumer magazines by average circulation

Rank '83 '82	Magazine name	1983 Average Circulation	% Chg. '82/'83
1	1 Parade	23,168,789	6.4
2	2 Reader's Digest	18,118,068	0.5
3	3 TV Guide	17,170,799	-0.5
4	4 Family Weekly	12,675,921	1.6
5	5 National Geographic	10,492,039	-0.5
6	6 Modern Maturity	9,059,174	10.2
7	7 Better Homes & Gardens	8,032,373	-0.5
8	8 Family Circle	7,251,531	0.5
9	9 Woman's Day	6,987,317	0.3
10	10 McCall's	6,317,793	1.3
11	11 Good Housekeeping	5,406,959	-0.3
12	12 Ladies' Home Journal	5,226,575	1.1
13	13 National Enquirer	4,890,644	-4.0
14	15 Time	4,667,469	3.5
15	14 Playboy	4,229,824	-9.5
16	19 Guideposts	4,054,520	10.5
17	16 Redbook Magazine	3,951,027	-3.1
18	17 The Star	3,757,065	-3.8
19	18 Penthouse	3,476,994	-10.8
20	21 Newsweek	3,030,780	0.6
21	22 Cosmopolitan	3,011,190	5.1
22	20 Consumer Reports	2,900,000	-3.6
23	23 People Weekly	2,741,029	6.6
24	25 Prevention	2,696,289	7.0
25	24 American Legion Magazine	2,510,194	-1.8
26	26 Sports Illustrated	2,476,147	2.9
27	27 Daily Word	2,400,000	4.3
28	31 Glamour	2,224,261	7.7
29	29 Southern Living	2,204,691	3.8
30	30 U.S. News & World Report	2,117,338	-0.3
31	32 Field & Stream	2,045,163	0.9
32	33 Decision	2,000,000	0.0
33	28 Globe	1,983,009	-6.7
34	35 Smithsonian	1,944,568	-1.3
35	36 Popular Science	1,840,953	0.3
36	38 Workbasket	1,833,734	5.6
37	37 V.F.W. Magazine	1,809,252	0.8
38	41 Parents	1,693,905	3.2
39	55 Ebony	1,627,184	28.9
40	43 Popular Mechanics	1,624,401	0.0
41	44 Mechanix Illustrated	1,616,826	0.4
42	34 New York News Magazine	1,606,629	-19.1
43	48 Seventeen	1,606,203	7.3
44	45 True Story	1,561,799	0.0
45	54 Highlights for Children	1,556,236	18.2
46	39 Outdoor Life	1,534,586	-8.8
47	50 Life	1,522,163	3.7
48	49 Changing Times	1,507,841	0.9
49	46 New York Times Magazine	1,498,873	-0.9
50	40 Natl. Geographic World	1,484,711	-10.1

Top 50 consumer magazines by net change in avg. circ. vs. '82

Rank '83	Magazine Name	Net Chg. '82/'83	1983 Avg. Circ.
1	Parade	1,387,081	23,168,789
2	Modern Maturity	836,949	9,059,174
3	Guideposts	384,030	4,054,520
4	Ebony	364,523	1,627,184
5	Dial	260,732	1,270,732
6	Money	246,444	1,325,551
7	Highlights for Children	239,312	1,556,236
8	Country Living	214,401	965,652
9	Family Weekly	203,846	12,675,921
10	1001 Home Ideas	201,701	1,343,699
11	Personal Computing	195,720	430,540
12	Prevention	176,196	2,696,289
13	People Weekly	169,945	2,741,029
14	Glamour	159,036	2,224,261
15	Time	157,551	4,667,469
16	American Health	153,489	500,174
17	COMPUTE!	147,084	242,809
18	Cosmopolitan	146,913	3,011,190
19	Food & Wine	145,663	489,924
20	The Family Handyman	127,463	1,232,019
21	Jet	126,753	853,959
22	Circus Magazine	123,935	286,650
23	Popular Computing	121,061	263,926
24	Inc.	121,047	425,855
25	Crafts Magazine	110,498	378,982
26	Seventeen	108,616	1,606,203
27	Golf Digest	106,325	1,153,615
28	Byte	101,440	385,380
29	Daily Word	100,000	2,400,000
30	Consumers Digest	96,636	903,009
31	Workbasket	96,497	1,833,734
32	Video	92,049	235,549
33	The Sporting News	91,614	586,039
34	Sesame Street	90,340	1,196,068
35	Scap Opera Digest	88,343	710,093
36	McCall's	83,170	6,317,793
37	Reader's Digest	82,109	18,118,068
38	Southern Living	80,726	2,204,691
39	Esquire	79,411	747,468
40	Computers & Electronics	77,544	487,432
41	Road & Track	73,762	727,933
42	Moneysworth	72,336	856,177
43	Sports Illustrated	70,110	2,476,147
44	Self	69,269	1,088,127
45	Workbench	68,945	843,900
46	Omni	68,864	813,847
47	Car and Driver	65,610	800,255
48	Discover	64,778	918,330
49	Working Woman	63,078	585,621
50	Cuisine	62,611	775,818

PEWAUKEE



Where in the world is Pewaukee?

Ask Jacques Cousteau...or ask the Print Buyers for *Atlantic Monthly*, *Beauty Digest*, *Black Enterprise*, *Chevrolet*, *Chrysler*, *Circus*, *Cycle Guide*, *Fact*, *Family Computing*, *Family Food Garden*, *Family Safety*, *Fishing Facts*, *Ford*, *The Goldhirsh Group*, *Harper's*, *Hearst*, *Houghton Mifflin*, *Mad*, *Markline*, *Mary Maxim*, *Mother Jones*, *Muppet*, *National Football League*, *New York Times*, *Newsweek*, *Outside*, *Scholastic*, *Time*, *Trailer Life*, *Tripod*, *True Story*, *Twilight Zone*, *U.S. News & World Report*, *Volkswagen*, *Ziff-Davis*...



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ELIZABETH COLUCCI
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Our system has some super features that I'm proud to show. I've worked in data entry for a long time and started the data entry function here. Now I have a full staff and shifts to manage, but I still keep up on how the system operates. I have to. You can't manage people without including yourself in the system. Our system edits each publication individually through the same formats and transactions yet allows me to individualize the edit rules for each publication. My people know our clients and they know that accuracy counts. That's why they're fulfillment people.



SHELLEY MCKINNEY
SUBSCRIBER SERVICE
REPRESENTATIVE

Working in Subscriber Services is never dull, that's for sure. We do so many things for so many of our different client magazines. The toughest job is handling telephone requests, orders, complaints, requests for back issues—all kinds of things, but my job is made easier through video terminals connected to our computer. It lets me display a subscriber's account and explain the customer's situation to him. We can handle everything here. I find I have the information I need to service the subscriber the way I would like to be serviced, if I were on the other end of the phone.



THE FULFILLMENT

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RALPH CASSITO

SUPERVISOR LETTERSHOP OPERATIONS

I'm responsible for getting the mail out, quickly and correctly. I feel that I complete the circle of events. Everybody handles incoming mail, batching, key entry and processing. I realize that the sooner I get out the renewals or invoices, the sooner the publisher will be paid or the better the orders or renewals will be. The team effort here is all around me and you can't help notice it. Though my work is at the end of the cycle, I look at my jobs as the beginning of the next cycle. I see the potential of each mailing I get out. I know people can make a difference.



CHERYL PAGANO

SUPERVISOR I/O CONTROL

I consider my department as the one where all the talents and capabilities of the Data Center come together. Our job is to schedule computer production after discussing with the client what he needs. We set up the jobs with our operations people, then we check the completeness and the accuracy of all work and see that it gets shipped on time. It's very exciting. It's challenging. It's a very busy place and I like it. We offer full service... soup to nuts. I think there are a lot of talented people in this building. Whatever the needs are, I've seen them met. The most important thing I feel about my job is to give the publisher a sense of confidence in Donald Grenier Corporation.



PEOPLE

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Top 50 consumer magazines by avg. subscription circulation

Rank '83 '82	Magazine Name	1983 Average Subscription Circ.	% Chg. '82/'83
1	1 Reader's Digest	17,101,135	0.0
2	2 National Geographic	10,492,039	-0.5
3	3 Modern Maturity	9,059,174	10.2
4	4 TV Guide	8,113,564	2.3
5	5 Better Homes & Gardens	7,461,148	-0.2
6	6 McCall's	5,568,021	0.8
7	8 Time	4,413,927	4.4
8	7 Ladies' Home Journal	4,283,149	-1.1
9	9 Guideposts	4,054,520	10.5
10	10 Good Housekeeping	3,431,335	-1.8
11	11 Redbook Magazine	3,326,445	-2.4
12	13 Newsweek	2,826,961	1.3
13	12 Consumer Reports	2,800,000	-2.0
14	16 Prevention	2,566,145	5.5
15	14 American Legion Magazine	2,510,194	-1.8
16	18 Daily Word	2,400,000	4.3
17	17 Sports Illustrated	2,375,354	2.8
18	15 Playboy	2,326,939	-7.9
19	20 Southern Living	2,078,270	3.8
20	19 U.S. News & World Report	2,047,157	-0.3
21	21 Decision	2,000,000	0.0
22	22 Smithsonian	1,940,374	-1.5
23	23 Field & Stream	1,885,288	1.8
24	24 V.F.W. Magazine	1,809,252	0.6
25	25 Workbasket	1,797,729	6.1
26	29 Parents	1,589,812	2.8
27	28 Popular Science	1,583,119	1.3
28	36 Highlights for Children	1,556,236	18.2
29	26 Natl. Geographic World	1,484,711	-10.1
30	30 Boys' Life	1,474,738	-1.6
31	32 Changing Times	1,470,432	1.2
32	33 Mechanix Illustrated	1,437,901	1.7
33	44 Ebony	1,384,190	32.3
34	37 Organic Gardening	1,361,879	4.1
35	31 Outdoor Life	1,354,470	-9.2
36	35 Sunset	1,323,909	0.4
37	40 1001 Home Ideas	1,307,788	19.4
38	38 Popular Mechanics	1,302,292	4.6
39	45 Dial	1,270,732	25.8
40	39 True Story	1,241,100	1.9
41	43 The Family Handyman	1,181,585	11.9
42	41 Bon Appetit	1,119,921	4.4
43	48 Seventeen	1,067,392	19.3
44	49 Money	1,059,025	20.2
45	46 Golf Digest	1,054,447	10.7
46	68 People Weekly	1,004,784	45.2
47	47 Travel & Leisure	917,573	-2.6
48	54 Consumers Digest	903,009	12.0
49	51 Health	860,186	0.9
50	58 Sesame Street	857,624	10.5

Top 50 consumer magazines by net change in avg. sub. circ. vs. '82

Rank '83	Magazine Name	Net Chg. '82/'83	1983 Avg. Sub. Circ.
1	Modern Maturity	836,949	9,059,174
2	Guideposts	384,030	4,054,520
3	Ebony	337,941	1,384,190
4	People Weekly	312,968	1,004,784
5	Dial	260,732	1,270,732
6	Highlights for Children	239,312	1,556,236
7	1001 Home Ideas	212,866	1,307,788
8	Time	184,338	4,413,927
9	TV Guide	182,735	8,113,564
10	Money	178,153	1,059,025
11	Personal Computing	174,875	354,640
12	Seventeen	172,942	1,067,392
13	Jet	164,598	659,654
14	Country Living	151,409	600,905
15	American Health	142,557	431,145
16	Omni	141,172	377,999
17	Food & Wine	138,502	475,153
18	Prevention	134,224	2,566,145
19	The Family Handyman	126,029	1,181,585
20	Inc.	114,368	397,333
21	Us	104,286	526,228
22	Workbasket	103,392	1,797,729
23	Golf Digest	101,990	1,054,447
24	Daily Word	100,000	2,400,000
25	Consumers Digest	96,636	903,009
26	The Sporting News	95,481	517,354
27	Grit	93,306	500,032
28	Moneysworth	87,822	840,131
29	Crafts Magazine	84,582	264,251
30	Sesame Street	81,584	857,624
31	Video	78,714	161,598
32	Family Circle	78,334	127,504
33	Southern Living	75,985	2,078,270
34	New Shelter	74,492	645,415
35	Working Mother	74,283	427,181
36	Popular Computing	72,318	171,098
37	Workbench	71,396	806,517
38	Cuisine	67,587	702,010
39	Discover	66,389	789,993
40	Soap Opera Digest	65,130	364,636
41	Esquire	64,358	522,383
42	Sports Illustrated	64,127	2,375,354
43	National Lampoon	63,399	174,561
44	Working Woman	62,436	559,777
45	Cosmopolitan	62,042	222,592
46	Frequent Flyer	61,988	321,966
47	Weight Watchers Mag.	61,871	646,709
48	Computers & Electronics	61,405	369,876
49	Signature	59,783	720,035
50	Byte	58,150	271,151

Top 50 consumer magazines by average newsstand circulation

Rank '83 '82	Magazine Name	1983 Average Newsstand Circ.	%Chg. '82/'83
1	1 TV Guide	9,057,235	-2.9
2	2 Family Circle	7,124,027	-0.6
3	3 Woman's Day	6,936,827	0.3
4	4 National Enquirer	4,417,780	-4.1
5	5 The Star	3,598,096	-4.2
6	6 Penthouse	3,281,495	-10.7
7	7 Cosmopolitan	2,788,598	3.1
8	10 Good Housekeeping	1,975,624	2.5
9	9 Globe	1,924,093	-7.0
10	8 Playboy	1,902,886	-11.5
11	11 People Weekly	1,736,245	-7.6
12	12 Glamour	1,410,958	9.0
13	13 Hustler	1,053,063	-5.9
14	14 Reader's Digest	1,016,933	8.2
15	16 Ladies' Home Journal	943,426	12.5
16	15 National Examiner	927,791	-0.2
17	17 Mademoiselle	838,147	2.0
18	20 McCall's	749,773	5.8
19	23 Life	700,977	7.1
20	18 Vogue	685,102	-6.3
21	19 New Woman	645,137	-10.0
22	22 Redbook Magazine	624,582	-6.7
23	26 Self	579,405	14.0
24	21 Us	571,410	-14.7
25	25 Better Homes & Gardens	571,225	-4.0
26	24 Seventeen	538,311	-10.7
27	28 Club	493,191	-2.0
28	33 Gallery	471,157	1.6
29	30 Playgirl	466,609	-4.8
30	32 Forum	440,697	-6.4
31	27 Omni	435,848	-14.2
32	34 Harper's Bazaar	423,567	-1.9
33	31 Oui	400,000	-7.1
34	36 High Society	376,616	-10.6
35	48 Country Living	364,747	20.9
36	35 Cheri	363,946	-14.7
37	37 Easyriders	359,349	-12.8
38	42 Gentlemen's Quarterly	350,860	3.3
39	46 Soap Opera Digest	345,457	7.2
40	44 Sesame Street	338,444	2.7
41	47 'Teen	322,228	0.4
42	38 Popular Mechanics	322,109	-15.0
43	43 Bride's	321,474	-5.3
44	40 True Story	320,700	-6.7
45	45 Hot Rod	307,495	-5.0
46	49 Modern Bride	299,054	1.0
47	51 Genesis	277,558	-5.3
48	41 National Lampoon	277,387	-18.8
49	* Shape	269,480	ne
50	69 Money	266,526	34.4

Top 50 consumer magazines by net chg. in avg. newst. circ. vs. '82

Rank '83	Magazine Name	Net Chg. '82/'83	1983 Avg. Newst. Circ.
1	Circus Magazine	128,214	260,695
2	Glamour	116,987	1,410,958
3	Ladies Home Journal	104,975	943,426
4	COMPUTE!	95,055	152,844
5	Cosmopolitan	84,870	2,788,598
6	Reader's Digest	77,306	1,016,933
7	Self	70,970	579,405
8	Money	68,291	266,526
9	Country Living	62,992	364,747
10	Creative Computing	60,439	117,329
11	Popular Computing	48,744	92,829
12	Good Housekeeping	48,197	1,975,624
13	Life	46,589	700,977
14	Byte	43,290	114,229
15	Prevention	41,973	130,145
16	McCall's	40,949	749,773
17	Car and Driver	29,853	239,891
18	Ebony	26,582	242,995
19	Crafts Magazine	25,917	114,732
20	Road & Track	25,081	263,771
21	4 Wheel & Off-Road	24,594	132,781
22	Soap Opera Digest	23,213	345,457
23	Personal Computing	20,845	75,900
24	Barron's	20,678	114,759
25	Woman's Day	20,421	6,936,827
26	Motor Trend	18,128	227,200
27	Home	16,601	63,184
28	Mademoiselle	16,440	838,147
29	Computers & Electronics	16,140	117,557
30	Esquire	15,054	125,086
31	Video	13,334	73,951
32	80 Micro	12,855	47,117
33	Success	11,851	31,172
34	Gentlemen's Quarterly	11,348	350,860
35	American Health	10,931	69,029
36	Town & Country	9,815	95,547
37	Essence	9,583	221,682
38	Parents	9,401	104,093
39	Sesame Street	8,756	338,444
40	Bicycling	7,950	74,135
41	Early American Life	7,779	32,110
42	Gallery	7,409	471,157
43	Food & Wine	7,161	14,771
44	Shooting Times	7,054	104,155
45	Inc.	6,679	28,522
46	Travel & Leisure	6,460	12,437
47	Sports Illustrated	5,983	100,793
48	Forbes	5,652	34,028
49	Runner's World	5,404	130,017
50	Southern Living	4,740	126,421

ne = not estimated
* = not included

Figures are Folio estimates for the calendar year 1983.
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Folio:400/85

Top 50 consumer magazines by total annual circulation

Rank '83 '82	Magazine Name	1983 Total Annual Circ.	Freq.
1	1 Parade	1,204,777,028	52
2	2 TV Guide	910,052,347	53
3	3 Family Weekly	659,147,892	52
4	4 National Enquirer	254,313,488	52
5	5 Time	247,375,857	53
6	6 Reader's Digest	217,416,816	12
7	7 The Star	195,367,380	52
8	8 Newsweek	160,631,340	53
9	9 People Weekly	139,792,479	51
10	10 Sports Illustrated	131,235,791	53
11	11 National Geographic	125,904,468	12
12	12 Family Circle	123,276,027	17
13	14 U.S. News & World Report	107,984,238	51
14	15 Woman's Day	104,809,755	15
15	13 Globe	103,116,468	52
16	17 Better Homes & Gardens	96,388,476	12
17	16 New York News Magazine	83,544,708	52
18	18 New York Times Magazine	77,941,396	52
19	19 McCall's	75,813,516	12
20	20 Good Housekeeping	64,883,508	12
21	21 Ladies' Home Journal	62,718,900	12
22	24 Modern Maturity	54,355,044	6
23	22 Playboy	50,757,888	12
24	27 Guideposts	48,654,240	12
25	23 National Examiner	48,650,732	52
26	25 Redbook Magazine	47,412,324	12
27	29 Jet	44,405,868	52
28	28 Business Week	43,493,871	51
29	26 Penthouse	41,723,928	12
30	32 Cosmopolitan	36,134,280	12
31	31 Grit	35,088,969	51
32	34 Prevention	32,355,468	12
33	30 Consumer Reports	31,900,000	11
34	38 The Sporting News	30,474,028	52
35	33 American Legion Magazine	30,122,328	12
36	36 Daily Word	28,800,000	12
37	35 Us	28,538,588	26
38	40 Glamour	26,691,132	12
39	39 Southern Living	26,456,292	12
40	37 The New Yorker	26,429,364	52
41	41 Field & Stream	24,541,956	12
42	42 Decision	24,000,000	12
43	43 Smithsonian	23,334,816	12
44	44 Popular Science	22,091,436	12
45	45 New York Magazine	21,351,350	50
46	49 Parents	20,326,860	12
47	46 V.F.W. Magazine	19,901,772	11
48	66 Ebony	19,526,208	12
49	50 Popular Mechanics	19,492,812	12
50	54 Forbes	19,424,853	27

Top 50 consumer monthlies by total revenue

Rank '83 '82	Magazine Name	1983 Total Revenue (\$000) (ad rev. + circ. rev.)	% Chg. '82/'83
1	1 Reader's Digest	295,498	2.5
2	3 Good Housekeeping	207,304	12.4
3	4 National Geographic	184,760	11.5
4	2 Playboy	177,710	-5.8
5	5 Better Homes & Gardens	177,659	7.3
6	6 Penthouse	151,317	-8.6
7	7 Cosmopolitan	143,706	12.7
8	8 McCall's	132,543	6.5
9	9 Ladies' Home Journal	128,130	32.1
10	11 Glamour	97,129	17.8
11	12 Vogue	90,731	16.2
12	10 Redbook Magazine	84,111	-2.3
13	13 Southern Living	83,644	13.4
14	14 Money	74,068	31.9
15	16 Life	65,133	19.8
16	15 Smithsonian	58,812	5.8
17	17 Sunset	53,653	9.6
18	24 Prevention	51,777	25.5
19	25 Ebony	50,761	28.9
20	19 Mademoiselle	50,542	10.1
21	20 Field & Stream	49,937	12.0
22	21 Architectural Digest	47,301	8.5
23	22 Seventeen	47,115	8.4
24	18 Hustler	44,950	-6.0
25	28 Parents	44,365	16.3
26	34 Golf Digest	42,965	29.8
27	26 Popular Mechanics	41,493	5.8
28	27 Popular Science	41,439	7.0
29	32 Bon Appetit	39,092	9.4
30	29 Travel & Leisure	37,797	-0.7
31	30 Popular Photography	37,472	-1.4
32	37 Harper's Bazaar	36,954	19.5
33	33 Byte	36,642	44.8
34	50 Omni	36,276	9.0
35	39 Esquire	35,836	55.9
36	38 Self	35,144	19.1
37	* House Beautiful	34,260	14.9
38	41 Inc.	33,682	58.5
39	43 Car and Driver	32,995	18.6
40	45 Road & Track	31,931	19.8
41	36 Gentlemen's Quarterly	31,693	24.4
42	35 Scientific American	31,578	1.4
43	40 Outdoor Life	31,561	-3.2
44	31 Mechanix Illustrated	31,302	7.4
45	42 House & Garden	30,692	-14.8
46	44 Discover	30,451	13.9
47	49 Changing Times	29,467	12.4
48	* Town & Country	29,267	25.4
49	* Country Living	26,153	57.1
50	48 True Story	25,297	12.1

Top 50 consumer monthlies by advertising pages

Rank '83 '82	Magazine Name	1983 Advertising Pages	% Chg. '82/'83
1	2 Byte	4,330	8.2
2	4 Vogue	3,113	11.4
3	5 Los Angeles Magazine	2,458	1.2
4	* Cosmopolitan	2,442	7.4
5	3 Personal Computing	2,427	30.6
6	13 80 Micro	2,206	-12.2
7	6 Creative Computing	2,144	27.6
8	8 Good Housekeeping	2,097	4.1
9	* Glamour	2,027	7.5
10	9 Softalk	1,934	ne
11	11 Town & Country	1,813	5.5
12	7 Yachting	1,800	-5.9
13	36 COMPUTE!	1,789	48.5
14	12 Sunset	1,776	4.8
15	10 Chicago	1,768	1.1
16	14 The Washingtonian Mag.	1,744	4.7
17	19 San Diego Magazine	1,701	8.8
18	* Cruising World	1,687	ne
19	17 Boston Magazine	1,629	0.8
20	18 Philadelphia Magazine	1,611	2.7
21	25 Motor Boating & Sailing	1,599	11.5
22	22 Mademoiselle	1,574	3.1
23	16 Architectural Digest	1,566	-3.6
24	28 Harper's Bazaar	1,555	12.5
25	15 Texas Monthly	1,529	-7.3
26	23 Southern Living	1,512	4.2
27	* Popular Computing	1,488	83.7
28	30 Gentlemen's Quarterly	1,449	8.0
29	31 Money	1,431	7.4
30	26 D Magazine	1,415	0.1
31	21 Sail	1,415	-8.8
32	29 Better Homes & Gardens	1,376	0.8
33	47 Inc.	1,345	28.6
34	33 Boating	1,342	6.5
35	20 Popular Photography	1,337	-14.4
36	32 Seventeen	1,311	0.3
37	24 Modern Photography	1,302	-9.6
38	35 Trailer Life	1,287	6.0
39	27 Houston Home & Garden	1,272	-8.1
40	* Esquire	1,255	61.1
41	* Eastern Review	1,250	30.7
42	39 Road & Track	1,208	7.1
43	* Working Woman	1,192	18.1
44	37 Popular Mechanics	1,186	-1.7
45	* Ladies Home Journal	1,166	27.1
46	* United	1,162	27.0
47	38 Yankee	1,135	-1.0
48	* American Way	1,123	20.8
49	44 McCall's	1,107	5.1
50	50 House Beautiful	1,100	10.0

Top 50 consumer monthlies by advertising revenue

Rank '83 '82	Magazine Name	1983 Advertising Revenue (\$000)	% Chg. '82/'83
1	1 Good Housekeeping	127,243	15.2
2	3 Better Homes & Gardens	109,038	8.7
3	2 Reader's Digest	101,649	-3.1
4	5 Cosmopolitan	81,270	20.2
5	6 McCall's	64,413	3.9
6	4 Playboy	60,562	-20.3
7	7 Glamour	58,585	24.9
8	10 Ladies' Home Journal	57,423	32.4
9	8 Vogue	56,232	24.5
10	11 Southern Living	46,895	13.7
11	9 Redbook Magazine	44,515	-1.3
12	13 Money	42,036	27.8
13	12 Sunset	39,811	13.0
14	16 Field & Stream	30,715	11.3
15	22 Life	29,314	26.5
16	18 Mademoiselle	29,268	22.8
17	24 Ebony	29,048	29.8
18	14 Popular Photography	28,793	-5.3
19	28 Golf Digest	28,359	37.4
20	21 National Geographic	27,379	17.0
21	31 Byte	26,635	41.7
22	26 Parents	26,127	17.7
23	19 Seventeen	25,818	8.4
24	15 Penthouse	25,793	-7.2
25	17 Smithsonian	25,724	6.6
26	36 Inc.	25,321	49.6
27	20 Popular Mechanics	24,739	5.7
28	25 Architectural Digest	24,622	10.4
29	46 Esquire	24,380	84.0
30	34 Harper's Bazaar	23,807	29.2
31	29 Car and Driver	22,933	16.1
32	30 Popular Science	22,332	13.1
33	27 Travel & Leisure	21,825	5.0
34	33 House Beautiful	21,707	20.3
35	37 Town & Country	21,601	28.2
36	35 Road & Track	20,785	22.4
37	32 Bon Appetit	20,669	13.8
38	41 Mechanix Illustrated	17,594	15.0
39	49 Gentlemen's Quarterly	17,348	34.0
40	43 Self	17,102	25.6
41	38 Outdoor Life	16,573	0.3
42	50 Prevention	16,229	27.0
43	45 Motor Trend	16,132	21.5
44	40 Scientific American	14,898	-6.8
45	* Omni	14,668	16.0
46	* Personal Computing	14,489	190.3
47	* Working Woman	14,416	41.0
48	44 Golf Magazine	13,872	3.6
49	42 Modern Photography	13,543	-9.6
50	48 Stereo Review	13,061	0.5

ne = not estimated
* = not included

Figures are Folio estimates for the calendar year 1983.
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FOLIO:400/87

Top 50 consumer magazines by average total pages per copy

Rank '83	Magazine Name	1983 Avg. Total Pages/Copy
1	PC	629
2	Byte	605
3	Bride's	461
4	Vogue	414
5	80 Micro	398
6	Modern Bride	388
7	Los Angeles Magazine	358
8	Cosmopolitan	343
9	Creative Computing	332
10	PC World	331
11	Personal Computing	327
12	Good Housekeeping	314
13	Glamour	308
14	Softalk	301
15	COMPUTE!	281
16	San Diego Magazine	267
17	Mademoiselle	256
18	Town & Country	256
19	Popular Computing	250
20	Reader's Digest	250
21	Playboy	248
22	Architectural Digest	247
23	Southern Living	247
24	Sunset	244
25	Yachting	239
26	Boston Magazine	238
27	Gentlemen's Quarterly	236
28	Cruising World	234
29	Texas Monthly	234
30	Harper's Bazaar	233
31	Forbes	226
32	Harvard Business Review	214
33	Skiing	211
34	Penthouse	209
35	Ski	204
36	House & Garden	202
37	Motor Boating & Sailing	202
38	TV Guide	202
39	Yankee	202
40	Better Homes & Gardens	200
41	Chicago	200
42	D Magazine	200
43	Popular Mechanics	197
44	Sail	195
45	Seventeen	194
46	American Way	193
47	Popular Photography	193
48	Woman's Day	192
49	Family Circle	191
50	Boating	190

Top 50 consumer magazines by average ad pages per copy

Rank '83	Magazine Name	1983 Avg. Ad Pages/Copy
1	PC	389
2	Byte	361
3	Bride's	307
4	Vogue	259
5	Modern Bride	257
6	Los Angeles Magazine	205
7	Cosmopolitan	203
8	Personal Computing	202
9	PC World	189
10	80 Micro	184
11	Creative Computing	179
12	Good Housekeeping	175
13	Glamour	169
14	Softalk	161
15	Town & Country	151
16	Yachting	150
17	COMPUTE!	149
18	Sunset	148
19	Chicago	147
20	The Washingtonian Mag.	145
21	San Diego Magazine	142
22	Cruising World	141
23	Boston Magazine	136
24	Philadelphia Magazine	134
25	Motor Boating & Sailing	133
26	Architectural Digest	131
27	Mademoiselle	131
28	Harper's Bazaar	130
29	Texas Monthly	127
30	Forbes	126
31	Fortune	126
32	Skiing	126
33	Southern Living	126
34	Popular Computing	124
35	Gentlemen's Quarterly	121
36	Art in America	119
37	Money	119
38	D Magazine	118
39	Sail	118
40	Better Homes & Gardens	115
41	Boating	112
42	Inc.	112
43	Popular Photography	111
44	Modern Photography	109
45	Seventeen	109
46	Ski	109
47	Trailer Life	107
48	Woman's Day	107
49	Houston Home & Garden	106
50	Esquire	105

Top 50 consumer magazines by avg. editorial pages per copy

Rank '83	Magazine Name	1983 Avg. Edit. Pages/Copy
1	Byte	244
2	PC	240
3	80 Micro	214
4	Reader's Digest	164
5	Playboy	161
6	Bride's	154
7	Vogue	154
8	Creative Computing	153
9	Los Angeles Magazine	153
10	Harvard Business Review	149
11	Penthouse	148
12	National Geographic	143
13	PC World	142
14	On Cable	141
15	Cosmopolitan	140
16	Good Housekeeping	140
17	Glamour	139
18	Softalk	139
19	Chicago	133
20	House & Garden	133
21	TV Guide	133
22	COMPUTE!	132
23	Modern Bride	131
24	Mother Earth News	126
25	Popular Computing	126
26	Mademoiselle	125
27	Personal Computing	125
28	San Diego Magazine	125
29	Southern Living	121
30	'Teen	118
31	Runner's World	117
32	Architectural Digest	116
33	Colonial Homes	116
34	Gentlemen's Quarterly	115
35	Soap Opera Digest	112
36	Vanity Fair	110
37	Yankee	108
38	Texas Monthly	107
39	Town & Country	105
40	Harper's Bazaar	104
41	Scientific American	104
42	Audubon	103
43	Boston Magazine	103
44	Genesis	102
45	Forbes	100
46	American Way	99
47	Gourmet	98
48	Popular Mechanics	98
49	Prevention	98
50	Sunset	96

Top 50 consumer magazines by average subscription price

Rank '83	Magazine Name	1983 Average Subscription Price
1	The Economist	62.19
2	Barron's	56.22
3	Endless Vacation	45.78
4	Oui	42.00
5	People Weekly	39.33
6	Time	37.74
7	Frequent Flyer	37.00
8	Sports Illustrated	36.33
9	The Sporting News	36.02
10	Velvet	36.00
11	Art In America	34.95
12	Architectural Digest	33.78
13	Forbes	33.52
14	Fortune	33.15
15	Chic	33.00
16	Hustler	32.66
17	Air Force Times	32.46
18	Navy Times	32.37
19	Army Times	32.35
20	Jet	32.27
21	U.S. News & World Report	32.26
22	Business Week	31.49
23	Crain's Chicago Business	31.29
24	80 Micro	30.91
25	Harvard Business Review	30.00
26	Newsweek	29.79
27	Genesis	29.78
28	Cheri	29.51
29	Penthouse	29.41
30	Club	28.21
31	Dun's Business Month	27.70
32	InfoWorld	27.00
33	New York Magazine	26.85
34	Club International	26.84
35	Financial World	26.78
36	The New Yorker	26.41
37	Soldier of Fortune	26.00
38	GEO	25.13
39	W	25.02
40	Players	25.00
41	House & Garden	23.84
42	Scientific American	23.80
43	Money	23.45
44	Life	23.13
45	Creative Computing	23.00
46	TV Guide	22.94
47	Vogue	22.91
48	Omni	22.58
49	Vanity Fair	22.58
50	PC World	22.40

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Top 50 consumer magazines by total annual newsstand sales

Rank '83 '82	Magazine Name	1983 Total Annual Newsstand Sales	Freq.
1	1 TV Guide	480,033,455	53
2	2 National Enquirer	229,724,560	52
3	3 The Star	187,100,992	52
4	4 Family Circle	121,108,459	17
5	6 Woman's Day	104,052,405	15
6	5 Globe	100,052,836	52
7	7 People Weekly	88,548,495	51
8	8 National Examiner	48,245,132	52
9	9 Penthouse	39,377,940	12
10	10 Cosmopolitan	33,463,176	12
11	12 Good Housekeeping	23,707,488	12
12	11 Playboy	22,834,632	12
13	14 Glamour	16,931,496	12
14	13 Us	14,856,660	26
15	16 Time	13,437,726	53
16	17 Hustler	12,636,756	12
17	20 Reader's Digest	12,203,196	12
18	21 Ladies' Home Journal	11,321,112	12
19	19 Newsweek	10,802,407	53
20	18 Jet	10,103,860	52
21	22 Mademoiselle	10,057,764	12
22	15 Grit	9,587,388	51
23	25 McCall's	8,997,276	12
24	26 Soap Opera Digest	8,981,882	26
25	29 Life	8,411,724	12
26	23 Vogue	8,221,224	12
27	24 Our Sunday Visitor	7,935,200	52
28	28 New Woman	7,741,644	12
29	27 Redbook Magazine	7,494,984	12
30	33 Self	6,952,860	12
31	31 Better Homes & Gardens	6,854,700	12
32	30 Seventeen	6,465,732	12
33	32 Rolling Stone	6,220,632	24
34	46 Barron's	5,967,468	52
35	35 Club	5,918,292	12
36	39 Gallery	5,653,884	12
37	37 Playgirl	5,599,308	12
38	44 Sports Illustrated	5,342,029	53
39	38 Forum	5,288,364	12
40	34 Omni	5,230,176	12
41	41 Harper's Bazaar	5,082,804	12
42	43 High Society	4,519,392	12
43	40 Oui	4,400,000	11
44	60 Country Living	4,376,964	12
45	42 Cheri	4,367,352	12
46	45 Easyriders	4,312,188	12
47	51 Gentlemen's Quarterly	4,210,320	12
48	54 Teen	3,866,736	12
49	47 Popular Mechanics	3,865,308	12
50	49 True Story	3,848,400	12

Top 50 consumer magazines by retailer/newsstand profit

Rank '83 '82	Magazine Name	Retail Unit Profit/Issue	Total Retail Profit/Issue
1	1 Penthouse	0.61	2,001,712
2	2 Playboy	0.62	1,179,789
3	5 Woman's Day	0.16	1,109,892
4	3 Family Circle	0.15	1,068,604
5	4 Cosmopolitan	0.35	976,009
6	6 TV Guide	0.10	905,724
7	7 Hustler	0.70	737,144
8	9 Good Housekeeping	0.32	632,200
9	8 National Enquirer	0.13	574,311
10	10 Glamour	0.35	493,835
11	11 People Weekly	0.25	434,061
12	12 Vogue	0.60	411,061
13	13 The Star	0.10	359,810
14	14 Club	0.70	345,234
15	18 Gallery	0.68	320,387
16	15 Mademoiselle	0.35	293,351
17	25 Reader's Digest	0.28	284,741
18	24 Ladies' Home Journal	0.30	283,028
19	19 Life	0.40	280,391
20	16 Oui	0.70	280,000
21	23 Playgirl	0.55	256,635
22	17 High Society	0.68	256,099
23	21 New Woman	0.35	225,798
24	27 McCall's	0.30	224,932
25	20 Cheri	0.60	218,368
26	22 Omni	0.50	217,924
27	32 Self	0.35	202,792
28	33 Bride's	0.63	202,529
29	29 Globe	0.10	192,409
30	35 Modern Bride	0.63	188,404
31	26 Redbook Magazine	0.30	187,375
32	28 Forum	0.41	180,686
33	31 Genesis	0.65	180,413
34	37 Gentlemen's Quarterly	0.50	175,430
35	30 Better Homes & Gdns.	0.30	171,368
36	36 Harper's Bazaar	0.40	169,427
37	41 Club International	0.64	145,920
38	38 Seventeen	0.27	145,479
39	34 Easyriders	0.40	143,740
40	45 Country Living	0.39	142,251
41	43 Swank	0.75	141,525
42	39 Velvet	0.79	138,250
43	63 Money	0.45	119,937
44	44 Us	0.20	114,282
45	47 Mother Earth News	0.60	112,772
46	52 Colonial Homes	0.60	112,627
47	46 Players	0.55	112,308
48	42 National Lampoon	0.40	110,955
49	53 Chic	0.70	110,600
50	49 Hot Rod	0.35	107,623



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Fastest growing consumer magazines by total revenue

Overall (All divisions)	Total Rev. (\$000)	% Chg. '82/'83
1 Personal Computing	21,414	150.5
2 COMPUTE!	10,870	150.5
3 Popular Computing	10,129	131.1
4 InfoWorld	10,450	94.3
5 Circus Magazine	7,668	80.1
6 American Health	6,669	68.4
7 Venture	9,854	67.4
8 Creative Computing	15,212	65.0
9 Food & Wine	12,336	64.2
10 Inc.	33,682	58.5

Division One (Over \$30 mil. total revenue)	Total Rev. (\$000)	% Chg. '82/'83
1 Inc.	33,682	58.5
2 Esquire	35,836	55.9
3 Byte	36,642	44.8
4 The Sporting News	31,275	33.4
5 Ladies' Home Journal	128,130	32.1
6 Money	74,068	31.9
7 Golf Digest	42,965	29.8
8 Ebony	50,761	28.9
9 Fortune	125,862	28.6
10 Forbes	110,233	26.9

Division Two (\$15 - \$30 mil. total revenue)	Total Rev. (\$000)	% Chg. '82/'83
1 Personal Computing	21,414	150.5
2 Creative Computing	15,212	65.0
3 Country Living	26,153	57.1
4 Working Woman	22,334	36.5
5 Frequent Flyer	15,225	29.4
6 Signature	15,585	28.8
7 Motor Trend	24,926	25.9
8 Town & Country	29,267	25.4
9 Soap Opera Digest	18,491	24.0
10 1001 Home Ideas	20,017	23.1

Division Three (\$10 - \$15 mil. total revenue)	Total Rev. (\$000)	% Chg. '82/'83
1 COMPUTE!	10,870	150.5
2 Popular Computing	10,129	131.1
3 InfoWorld	10,450	94.3
4 Food & Wine	12,336	64.2
5 Games	13,672	55.6
6 United	11,145	41.0
7 The Atlantic	11,586	35.3
8 Workbasket	10,507	21.1
9 Computers & Electronics	14,467	20.8
10 Working Mother	13,003	20.8

Division Four (\$5 - \$10 mil. total revenue)	Total Rev. (\$000)	% Chg. '82/'83
1 Circus Magazine	7,668	80.1
2 American Health	6,669	68.4
3 Venture	9,854	67.4
4 Crafts Magazine	7,298	50.5
5 Delta Sky	7,128	50.4
6 Eastern Review	9,100	46.1
7 AutoWeek	7,725	42.3
8 4 Wheel & Off-Road	6,898	37.5
9 American Way	9,227	35.2
10 Outside	6,470	34.3

Division Five (Less than \$5 mil. total rev.)	Total Rev. (\$000)	% Chg. '82/'83
1 Video	5,911	51.7
2 Audio	5,133	47.6
3 Success	4,573	26.3
4 Americana	4,722	22.2
5 TWA Ambassador	5,286	20.9
6 D Magazine	5,990	18.1
7 V.F.W. Magazine	4,707	17.2
8 San Diego Magazine	4,364	16.1
9 50 Plus	5,559	15.5
10 Early American Life	5,671	14.3

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OMNI

Fastest growing consumer magazines by advertising revenue

Overall (All divisions)	Ad. Rev. (\$000)	% Chg. '82/'83
1 Consumers Digest	962	318.3
2 Personal Computing	14,489	190.3
3 Popular Computing	5,280	181.9
4 COMPUTE!	4,485	142.7
5 American Health	1,961	129.6
6 Venture	7,040	110.4
7 InfoWorld	7,303	100.1
8 The Atlantic	5,313	94.8
9 Creative Computing	8,301	86.4
10 Esquire	24,380	84.0

Division One (Over \$25 mil. ad revenue)	Ad. Rev. (\$000)	% Chg. '82/'83
1 Inc.	25,321	49.6
2 Byte	26,635	41.7
3 Golf Digest	28,359	37.4
4 Fortune	101,416	33.2
5 Ladies' Home Journal	57,423	32.4
6 Forbes	84,502	31.7
7 Ebony	29,048	29.8
8 Money	42,036	27.8
9 Life	29,314	26.5
10 New York Magazine	31,988	25.3

Division Two (\$10 - \$25 mil. ad revenue)	Ad. Rev. (\$000)	% Chg. '82/'83
1 Personal Computing	14,489	190.3
2 Esquire	24,380	84.0
3 Modern Maturity	14,764	50.9
4 Working Woman	14,416	41.0
5 United	11,145	41.0
6 Gentlemen's Quarterly	17,348	34.0
7 Tennis	11,956	33.8
8 Harper's Bazaar	23,807	29.2
9 Changing Times	11,583	28.4
10 Town & Country	21,601	28.2

Division Three (\$5 - \$10 mil. ad revenue)	Ad. Rev. (\$000)	% Chg. '82/'83
1 Popular Computing	5,280	181.9
2 Venture	7,040	110.4
3 InfoWorld	7,303	100.1
4 The Atlantic	5,313	94.8
5 Creative Computing	8,301	86.4
6 Country Living	9,302	75.7
7 Delta Sky	7,128	50.4
8 Jet	9,000	49.4
9 Eastern Review	9,100	46.1
10 American Way	9,227	35.2

Division Four (\$3 - \$5 mil. ad revenue)	Ad. Rev. (\$000)	% Chg. '82/'83
1 COMPUTE!	4,485	142.7
2 Food & Wine	4,863	82.6
3 Audio	3,214	78.4
4 AutoWeek	4,955	56.3
5 Frequent Flyer	3,312	54.2
6 High Technology	3,170	53.4
7 Games	3,296	50.1
8 Savvy	3,702	49.9
9 Science Digest	4,836	49.1
10 Home	4,643	47.2

Division Five (Less than \$3 mil. ad rev.)	Ad. Rev. (\$000)	% Chg. '82/'83
1 Consumers Digest	962	318.3
2 American Health	1,961	129.6
3 GEO	2,632	70.3
4 Success	1,750	66.1
5 Americana	1,576	63.2
6 Crafts Magazine	1,504	61.7
7 Video	2,552	48.9
8 V.F.W. Magazine	2,893	30.6
9 Players	176	30.2
10 Audubon	1,520	26.7

Fastest growing consumer magazines by subscription revenue

Overall (All divisions)	Sub. Rev. (\$000)	% Chg '82/'83
1 Family Circle	1,595	148.8
2 COMPUTE!	1,799	137.1
3 Personal Computing	4,307	100.1
4 House & Garden	13,719	98.7
5 Inc.	7,491	97.0
6 Video	1,690	86.0
7 InfoWorld	2,254	84.0
8 Popular Computing	2,064	73.9
9 National Lampoon	1,573	67.9
10 Genesis	84	64.6

Division One (Over 2 mil. avg. sub. circ.)	Sub. Rev. (\$000)	% Chg '82/'83
1 Ladies' Home Journal	53,725	39.6
2 Prevention	33,206	22.8
3 U.S. News & World Report	66,042	22.8
4 Guideposts	24,124	17.0
5 Sports Illustrated	86,289	14.0
6 Southern Living	33,336	13.6
7 Time	166,586	13.5
8 National Geographic	157,381	10.6
9 Newsweek	84,212	10.3
10 Modern Maturity	18,118	10.2

Division Two (1 - 2 mil. avg. sub. circ.)	Sub. Rev. (\$000)	% Chg '82/'83
1 People Weekly	39,521	59.7
2 Money	24,837	34.4
3 Ebony	16,610	33.2
4 Workbasket	7,866	28.9
5 Dial	3,812	25.8
6 1001 Home Ideas	14,676	24.9
7 Highlights for Children	27,234	22.0
8 Seventeen	12,698	19.7
9 Boys' Life	8,315	17.9
10 Golf Digest	12,573	17.6

Division Three (500,000 - 1 mil. avg. sub. circ.)	Sub. Rev. (\$000)	% Chg '82/'83
1 House & Garden	13,719	98.7
2 Games	7,962	62.9
3 The Sporting News	18,634	54.3
4 Country Living	8,316	52.0
5 Workbench	3,710	47.4
6 Grit	7,832	47.0
7 Motor Trend	4,023	45.9
8 Jet	21,289	39.1
9 Us	7,964	34.0
10 Working Woman	7,298	31.0

Division Four (250,000 - 500,000 avg. sub. circ.)	Sub. Rev. (\$000)	% Chg '82/'83
1 Personal Computing	4,307	100.1
2 Inc.	7,491	97.0
3 Omni	8,533	58.1
4 American Health	3,880	53.7
5 Crafts Magazine	3,385	51.7
6 Food & Wine	7,127	51.2
7 Byte	5,587	39.5
8 Computers & Electronics	5,051	32.1
9 Frequent Flyer	11,913	23.8
10 Road & Track	5,607	23.6

Division Five (Less than 250,000 avg. sub. circ.)	Sub. Rev. (\$000)	% Chg '82/'83
1 Family Circle	1,595	148.8
2 COMPUTE!	1,799	137.1
3 Video	1,690	86.0
4 InfoWorld	2,254	84.0
5 Popular Computing	2,064	73.9
6 National Lampoon	1,573	67.9
7 Genesis	84	64.6
8 American Baby	843	58.2
9 Outside	1,812	41.2
10 Black Enterprise	2,161	33.4

Fastest growing consumer magazines by newsstand revenue

Overall (All divisions)	Newsstand Rev. (\$000)	% Chg. '82/'83
1 Smithsonian	101	187.6
2 COMPUTE!	4,585	164.4
3 Food & Wine	346	152.3
4 Circus Magazine	6,100	115.6
5 Popular Computing	2,785	110.5
6 Travel & Leisure	373	108.4
7 Creative Computing	4,153	106.2
8 Personal Computing	2,619	86.5
9 InfoWorld	893	77.5
10 Byte	4,421	76.1

Division One (Over 1 mil. avg. newsstand. circ.)	Newsstand Rev. (\$000)	% Chg. '82/'83
1 Reader's Digest	16,779	19.1
2 Woman's Day	82,201	13.1
3 Glamour	29,630	9.0
4 Good Housekeeping	37,339	7.6
5 People Weekly	110,686	6.5
6 Family Circle	88,409	5.9
7 Cosmopolitan	58,561	3.1
8 Playboy	70,331	2.3
9 The Star	89,263	1.5
10 Globe	48,025	-0.8

Division Two (500,000 - 1 mil. avg. newsstand. circ.)	Newsstand Rev. (\$000)	% Chg. '82/'83
1 Self	12,168	16.7
2 Better Homes and Gardens	10,282	15.2
3 McCall's	13,496	13.3
4 Ladies' Home Journal	16,982	12.5
5 Vogue	24,664	12.4
6 Life	16,823	7.1
7 Mademoiselle	17,601	2.0
8 National Examiner	24,123	-0.2
9 New Woman	13,548	-1.8
10 Seventeen	8,599	-4.9

Division Three (250,000 - 500,000 avg. newsstand. circ.)	Newsstand Rev. (\$000)	% Chg. '82/'83
1 Circus Magazine	6,100	115.6
2 Money	7,196	51.2
3 Country Living	8,535	45.1
4 Soap Opera Digest	10,554	32.6
5 House Beautiful	5,991	21.9
6 Teen	5,800	20.5
7 Bride's	6,114	20.1
8 Modern Bride	5,682	17.9
9 Gallery	19,336	17.8
10 Gentlemen's Quarterly	10,526	14.9

Division Four (100,000 - 250,000 avg. newsstand. circ.)	Newsstand Rev. (\$000)	% Chg. '82/'83
1 COMPUTE!	4,585	164.4
2 Creative Computing	4,153	106.2
3 Byte	4,421	76.1
4 Prevention	2,343	62.9
5 Computers & Electronics	2,088	46.6
6 Crafts Magazine	2,409	42.8
7 Games	2,414	41.4
8 4 Wheel & Off-Road	2,788	39.4
9 Esquire	3,632	37.5
10 Barron's	8,354	36.6

Division Five (Less than 100,000 avg. newsstand. circ.)	Newsstand Rev. (\$000)	% Chg. '82/'83
1 Smithsonian	101	187.6
2 Food & Wine	346	152.3
3 Popular Computing	2,785	110.5
4 Travel & Leisure	373	108.4
5 Personal Computing	2,619	86.5
6 InfoWorld	893	77.5
7 80 Micro	2,013	67.5
8 Inc.	869	65.9
9 High Technology	890	65.4
10 Success	561	61.2

Fastest growing consumer magazines by advertising pages

Overall (All divisions)	Ad Pages	% Chg. '82/'83
1 Consumers Digest	93	231.6
2 Popular Computing	1,488	83.7
3 Venture	799	69.3
4 American Health	256	66.4
5 Esquire	1,255	61.1
6 GEO	341	54.2
7 Country Living	637	51.6
8 Audio	733	49.6
9 COMPUTE!	1,789	48.5
10 Home	457	46.1

Division One (Over \$25 mil. ad revenue)	Ad Pages	% Chg. '82/'83
1 Inc.	1,345	28.6
2 Ladies' Home Journal	1,166	27.1
3 Fortune	3,289	20.6
4 Golf Digest	1,059	20.4
5 Life	734	17.8
6 Forbes	3,402	15.5
7 New York Magazine	2,920	15.1
8 Vogue	3,113	11.4
9 National Geographic	264	10.8
10 Field & Stream	1,020	10.1

Division Two (\$10 - \$25 mil. ad revenue)	Ad Pages	% Chg. '82/'83
1 Esquire	1,255	61.1
2 Personal Computing	2,427	30.6
3 United	1,162	27.0
4 Tennis	924	21.8
5 Modern Maturity	232	19.6
6 Working Woman	1,192	18.1
7 Changing Times	512	16.6
8 Discover	508	15.0
9 Motor Trend	787	13.1
10 Harper's Bazaar	1,555	12.5

Division Three (\$5 - \$10 mil. ad revenue)	Ad Pages	% Chg. '82/'83
1 Popular Computing	1,488	83.7
2 Venture	799	69.3
3 Country Living	637	51.6
4 The Atlantic	515	41.8
5 Delta Sky	800	35.0
6 Eastern Review	1,250	30.7
7 Creative Computing	2,144	27.6
8 InfoWorld	2,746	22.7
9 Jet	1,013	21.5
10 American Way	1,123	20.8

Division Four (\$3 - \$5 mil. ad revenue)	Ad Pages	% Chg. '82/'83
1 Audio	733	49.6
2 COMPUTE!	1,789	48.5
3 Home	457	46.1
4 Frequent Flyer	491	39.5
5 Games	330	34.0
6 4 Wheel & Off-Road	806	31.5
7 Science Digest	428	30.4
8 1001 Home Ideas	401	28.2
9 High Technology	352	27.6
10 Natural History	468	27.3

Division Five (Less than \$3 mil. ad revenue)	Ad Pages	% Chg. '82/'83
1 Consumers Digest	93	231.6
2 American Health	256	66.4
3 GEO	341	54.2
4 Crafts Magazine	657	25.9
5 Players	78	17.0
6 Success	413	14.7
7 Audubon	217	14.4
8 Americana	222	13.9
9 Harvard Business Review	391	13.6
10 V.F.W. Magazine	323	11.4

Fastest growing consumer magazines by average circulation

Overall (All divisions)	Average Circ.	% Chg. '82/'83
1 COMPUTE!	242,809	153.7
2 Popular Computing	263,926	84.7
3 Personal Computing	430,540	83.3
4 Circus Magazine	286,650	76.2
5 Video	235,549	64.1
6 InfoWorld	95,500	62.1
7 American Health	500,174	44.3
8 Food & Wine	489,924	42.3
9 Crafts Magazine	378,982	41.2
10 Inc.	425,855	39.7

Division One (Over 2 mil. Avg. Circ.)	Average Circ.	% Chg. '82/'83
1 Guideposts	4,054,520	10.5
2 Modern Maturity	9,059,174	10.2
3 Glamour	2,224,261	7.7
4 Prevention	2,696,289	7.0
5 People Weekly	2,741,029	6.6
6 Parade	23,168,789	6.4
7 Cosmopolitan	3,011,190	5.1
8 Daily Word	2,400,000	4.3
9 Southern Living	2,204,691	3.8
10 Time	4,667,469	3.5

Division Two (1 - 2 mil. Avg. Circ.)	Average Circ.	% Chg. '82/'83
1 Ebony	1,627,184	28.9
2 Dial	1,270,732	25.8
3 Money	1,325,551	22.8
4 Highlights for Children	1,556,236	18.2
5 1001 Home Ideas	1,343,699	17.7
6 The Family Handyman	1,232,019	11.5
7 Golf Digest	1,153,615	10.2
8 Sesame Street	1,196,068	8.2
9 Seventeen	1,606,203	7.3
10 Self	1,088,127	6.8

Division Three (500,000 - 1 mil. Avg. Circ.)	Average Circ.	% Chg. '82/'83
1 American Health	500,174	44.3
2 Country Living	965,652	28.5
3 The Sporting News	586,039	18.5
4 Jet	853,959	17.4
5 Soap Opera Digest	710,093	14.2
6 Working Woman	585,621	12.1
7 Consumers Digest	903,009	12.0
8 Esquire	747,468	11.9
9 Road & Track	727,933	11.3
10 New Shelter	664,874	10.1

Division Four (250,000 - 500,000 Avg. Circ.)	Average Circ.	% Chg. '82/'83
1 Popular Computing	263,926	84.7
2 Personal Computing	430,540	83.3
3 Circus Magazine	286,650	76.2
4 Food & Wine	489,924	42.3
5 Crafts Magazine	378,982	41.2
6 Inc.	425,855	39.7
7 Byte	385,380	35.7
8 Venture	255,746	27.4
9 Frequent Flyer	321,966	23.8
10 4 Wheel & Off-Road	263,982	23.8

Division Five (Less than 250,000 Avg. Circ.)	Average Circ.	% Chg. '82/'83
1 COMPUTE!	242,809	153.7
2 Video	235,549	64.1
3 InfoWorld	95,500	62.1
4 Creative Computing	237,234	34.3
5 80 Micro	123,970	16.7
6 GEO	229,326	13.2
7 AutoWeek	129,037	11.4
8 Bicycling	231,761	10.2
9 W	210,433	9.1
10 Audio	150,544	6.0



It's brief.

Because there's more to life than reading trade magazines.

In the hectic world of advertising, busy professionals need a regular supply of industry news. So they read trade magazines.

But the industry is spread out all over America. Each region has its own issues and concerns.

That's why ADWEEK is really five different magazines. Each contains

the right blend of local and national news for its area of the country. Each is brief, relevant and, thus, read thoroughly.

Could any other kind of trade magazine work as well?

Let's take a hypothetical case—an ambitious publisher tries to cram the whole country's advertising news (national news, plus local

news from everywhere) into one overstuffed magazine.

Think of the information glut. Think how easily your advertising could get lost.

ADWEEK is different. We're read from cover to cover. Because we don't ask our readers to wade through other people's local news.

Life is too short for that.

Fastest growing consumer magazines by avg. subscription circ.

Overall (All divisions)	Avg. Sub. Circ.	% Chg. '82/'83
1 Family Circle	127,504	159.3
2 COMPUTE!	89,966	137.1
3 Personal Computing	354,640	97.3
4 Video	161,598	95.0
5 Popular Computing	171,098	73.2
6 InfoWorld	83,495	63.6
7 Omni	377,999	59.6
8 National Lampoon	174,561	57.0
9 American Health	431,145	49.4
10 Crafts Magazine	264,251	47.1

Division One (Over 2 mil. avg. sub. circ.)	Avg. Sub. Circ.	% Chg. '82/'83
1 Guideposts	4,054,520	10.5
2 Modern Maturity	9,059,174	10.2
3 Prevention	2,566,145	5.5
4 Time	4,413,927	4.4
5 Daily Word	2,400,000	4.3
6 Southern Living	2,078,270	3.8
7 Sports Illustrated	2,375,354	2.8
8 TV Guide	8,113,564	2.3
9 Newsweek	2,826,961	1.3
10 McCall's	5,568,021	0.8

Division Two (1 - 2 mil. avg. sub. circ.)	Avg. Sub. Circ.	% Chg. '82/'83
1 People Weekly	1,004,784	45.2
2 Ebony	1,384,190	32.3
3 Dial	1,270,732	25.8
4 Money	1,059,025	20.2
5 1001 Home Ideas	1,307,788	19.4
6 Seventeen	1,067,392	19.3
7 Highlights for Children	1,556,236	18.2
8 The Family Handyman	1,181,585	11.9
9 Golf Digest	1,054,447	10.7
10 Workbasket	1,797,729	6.1

Division Three (500,000 - 1 mil. avg. sub. circ.)	Avg. Sub. Circ.	% Chg. '82/'83
1 Country Living	600,905	33.7
2 Jet	659,654	33.2
3 Us	526,228	24.7
4 Grit	500,032	22.9
5 The Sporting News	517,354	22.6
6 New Shelter	645,415	13.0
7 Working Woman	559,777	12.6
8 Consumers Digest	903,009	12.0
9 Moneysworth	840,131	11.7
10 Esquire	622,383	11.5

Division Four (250,000 - 500,000 avg. sub. circ.)	Avg. Sub. Circ.	% Chg. '82/'83
1 Personal Computing	354,640	97.3
2 Omni	377,999	59.6
3 American Health	431,145	49.4
4 Crafts Magazine	264,251	47.1
5 Food & Wine	475,153	41.1
6 Inc.	397,333	40.4
7 Byte	271,151	27.3
8 Frequent Flyer	321,966	23.8
9 Soap Opera Digest	364,636	21.7
10 Working Mother	427,181	21.0

Division Five (Less than 250,000 avg. sub. circ.)	Avg. Sub. Circ.	% Chg. '82/'83
1 Family Circle	127,504	159.3
2 COMPUTE!	89,966	137.1
3 Video	161,598	95.0
4 Popular Computing	171,098	73.2
5 InfoWorld	83,495	63.6
6 National Lampoon	174,561	57.0
7 American Baby	89,108	41.3
8 Cosmopolitan	222,592	38.6
9 Genesis	2,820	37.3
10 Venture	230,400	29.4

Fastest growing consumer magazines by average newsstand circulation

Overall (All divisions)	Avg. Newsstnd. Circulation	% Chg. '82/'83
1 COMPUTE!	152,844	164.5
2 Smithsonian	4,194	154.5
3 Popular Computing	92,829	110.6
4 Travel & Leisure	12,437	108.1
5 Creative Computing	117,329	106.2
6 Circus Magazine	260,695	96.8
7 Food & Wine	14,771	94.1
8 Success	31,172	61.3
9 Byte	114,229	61.0
10 InfoWorld	12,005	52.1

Division One (Over 1 mil. avg. newsstnd. circ.)	Avg. Newsstnd. Circulation	% Chg. '82/'83
1 Glamour	1,410,958	9.0
2 Reader's Digest	1,016,933	8.2
3 Cosmopolitan	2,788,598	3.1
4 Good Housekeeping	1,975,624	2.5
5 Woman's Day	6,936,827	0.3
6 Family Circle	7,124,027	-0.6
7 TV Guide	9,057,235	-2.9
8 National Enquirer	4,417,780	-4.1
9 The Star	3,598,096	-4.2
10 Hustler	1,053,063	-5.9

Division Two (500,000 - 1 mil. avg. newsstnd. circ.)	Avg. Newsstnd. Circulation	% Chg. '82/'83
1 Self	579,405	14.0
2 Ladies' Home Journal	943,426	12.5
3 Life	700,977	7.1
4 McCall's	749,773	5.8
5 Mademoiselle	838,147	2.0
6 National Examiner	927,791	-0.2
7 Better Homes and Gardens	571,225	-4.0
8 Vogue	685,102	-6.3
9 Redbook Magazine	624,582	-6.7
10 New Woman	645,137	-10.0

Division Three (250,000 - 500,000 avg. newsstnd. circ.)	Avg. Newsstnd. Circulation	% Chg. '82/'83
1 Circus Magazine	260,695	96.8
2 Money	266,526	34.4
3 Country Living	364,747	20.9
4 Road & Track	263,771	10.5
5 Soap Opera Digest	345,457	7.2
6 Gentlemen's Quarterly	350,860	3.3
7 Sesame Street	338,444	2.7
8 Gallery	471,157	1.6
9 Modern Bride	299,054	1.0
10 Teen	322,228	0.4

Division Four (100,000 - 250,000 avg. newsstnd. circ.)	Avg. Newsstnd. Circulation	% Chg. '82/'83
1 COMPUTE!	152,844	164.5
2 Creative Computing	117,329	106.2
3 Byte	114,229	61.0
4 Prevention	130,145	47.6
5 Crafts Magazine	114,732	29.2
6 4 Wheel & Off-Road	132,781	22.7
7 Barron's	114,759	22.0
8 Computers & Electronics	117,557	15.9
9 Car and Driver	239,891	14.2
10 Esquire	125,086	13.7

Division Five (Less than 100,000 avg. newsstnd. circ.)	Avg. Newsstnd. Circulation	% Chg. '82/'83
1 Smithsonian	4,194	154.5
2 Popular Computing	92,829	110.6
3 Travel & Leisure	12,437	108.1
4 Food & Wine	14,771	94.1
5 Success	31,172	61.3
6 InfoWorld	12,005	52.1
7 Personal Computing	75,900	37.9
8 80 Micro	47,117	37.5
9 Home	63,184	35.6
10 Travel/Holiday	7,383	35.5

Consumer newcomers

Ad Revenue ((\$000))	
1 PC	16,000
2 Vanity Fair	6,295
3 PC World	5,608
4 Video Review	5,120
5 The Economist	4,877
6 Softalk	4,819
7 Off Duty	4,634
8 Pan Am Clipper	4,490
9 Ladycom	4,367
10 Cruising World	3,585
11 Texas Homes	3,082
12 Art In America	2,378
13 On Cable	2,001
14 Shape	1,355
15 The Rotarian	705
16 Endless Vacation	0
Total	69,316

Ad Pages	
1 PC	4,283
2 PC World	2,080
3 Softalk	1,934
4 Cruising World	1,687
5 Art In America	1,312
6 The Economist	855
7 Texas Homes	838
8 Video Review	779
9 Shape	574
10 Vanity Fair	515
11 Pan Am Clipper	506
12 Ladycom	389
13 Off Duty	296
14 On Cable	183
15 The Rotarian	162
16 Endless Vacation	0
Total	16,393

Avg. Ad Pages/Copy	
1 PC	389
2 PC World	189
3 Softalk	161
4 Cruising World	141
5 Art In America	119
6 Texas Homes	70
7 Video Review	65
8 Vanity Fair	52
9 Shape	48
10 Pan Am Clipper	42
11 Ladycom	39
12 Off Duty	25
13 The Economist	17
14 On Cable	15
15 The Rotarian	14
16 Endless Vacation	n/a

Avg. Edit. Pgs./Copy	
1 PC	240
2 PC World	142
3 On Cable	141
4 Softalk	139
5 Vanity Fair	110
6 Cruising World	93
7 Pan Am Clipper	85
8 Shape	72
9 Video Review	72
10 The Economist	67
11 Texas Homes	67
12 Ladycom	52
13 The Rotarian	50
14 Off Duty	30
15 Art In America	ne
16 Endless Vacation	ne

Total Revenue (ad rev. + circ. rev.) ((\$000))	
1 PC	19,383
2 Endless Vacation	14,321
3 Vanity Fair	12,485
4 The Economist	11,417
5 Shape	10,059
6 Video Review	9,626
7 PC World	8,851
8 On Cable	8,670
9 Softalk	6,507
10 Cruising World	5,928
11 Off Duty	4,634
12 Texas Homes	4,501
13 Pan Am Clipper	4,490
14 Ladycom	4,367
15 The Rotarian	4,177
16 Art In America	4,137
Total	133,553

Subscription Revenue ((\$000))	
1 Endless Vacation	14,321
2 On Cable	6,669
3 The Economist	5,560
4 Vanity Fair	4,880
5 The Rotarian	3,472
6 Video Review	2,579
7 Shape	2,398
8 Cruising World	1,416
9 Art In America	1,296
10 PC World	1,177
11 PC	1,171
12 Texas Homes	1,048
13 Softalk	1,023
14 Ladycom	0
15 Off Duty	0
16 Pan Am Clipper	0
Total	47,010

Newsstand Revenue ((\$000))	
1 Shape	6,306
2 PC	2,212
3 PC World	2,066
4 Video Review	1,927
5 Vanity Fair	1,310
6 The Economist	980
7 Cruising World	927
8 Softalk	666
9 Art In America	463
10 Texas Homes	370
11 Endless Vacation	0
12 Ladycom	0
13 Off Duty	0
14 On Cable	0
15 Pan Am Clipper	0
16 The Rotarian	0
Total	17,227

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 PC	629
2 PC World	331
3 Softalk	301
4 Cruising World	234
5 Vanity Fair	162
6 On Cable	156
7 Texas Homes	137
8 Video Review	137
9 Pan Am Clipper	127
10 Shape	120
11 Ladycom	91
12 The Economist	84
13 The Rotarian	63
14 Off Duty	55
15 Art In America	ne
16 Endless Vacation	ne

Average Circulation	
1 On Cable	1,193,601
2 Off Duty	656,776
3 Ladycom	488,775
4 The Rotarian	478,876
5 Shape	401,649
6 Endless Vacation	320,029
7 Vanity Fair	259,753
8 Video Review	254,260
9 Pan Am Clipper	230,249
10 Softalk	152,070
11 PC	124,045
12 PC World	115,143
13 Cruising World	112,951
14 The Economist	97,087
15 Texas Homes	81,152
16 Art In America	47,603
Total	5,014,019

Avg. Subscrip. Circ.	
1 On Cable	489,619
2 The Rotarian	478,876
3 Endless Vacation	312,804
4 Vanity Fair	216,093
5 Video Review	171,900
6 Shape	132,170
7 The Economist	89,399
8 Cruising World	79,250
9 Texas Homes	68,808
10 PC	55,893
11 PC World	52,535
12 Softalk	51,835
13 Art In America	37,087
14 Ladycom	0
15 Off Duty	0
16 Pan Am Clipper	0
Total	2,236,269

Avg. Newsstand Circ.	
1 Shape	269,480
2 Video Review	82,360
3 PC	68,152
4 PC World	62,608
5 Vanity Fair	43,660
6 Cruising World	33,701
7 Softalk	18,487
8 Texas Homes	12,344
9 Art In America	10,517
10 The Economist	7,688
11 Endless Vacation	0
12 Ladycom	0
13 Off Duty	0
14 On Cable	0
15 Pan Am Clipper	0
16 The Rotarian	0
Total	608,997

n/a = not applicable
ne = not estimated

Consumer market performance summaries

Total Revenue

Rank '83	Market Name	1983 Total Rev. (\$000)
1	General Interest	2,383,683
2	Newsmagazines	2,308,459
3	Womens' Service	1,362,306
4	Affluence	1,361,985
5	Home Service	641,939
6	Business & Financial	568,587
7	Sports	548,320
8	Men's Entertainment	539,744
9	Women's Lifestyle & Ent.	504,384
10	Men's Lifestyles	404,031
11	Sunday Magazines	371,726
12	City & Regional	322,801
13	Women's Fashion	295,065
14	Women in Business	232,909
15	Lifestyles	215,148
16	Personal Finance & Mgmt.	200,704
17	Automotive	184,829
18	Science & Nature	178,288
19	Computing	161,435
20	Men's Service	151,204
21	Youth & Teen	138,068
22	Outdoor	129,461
23	Black	123,532
24	Health & Fitness	94,789
25	Culinary	92,586
26	Travel	79,814
27	Bridal	48,027
28	Inflight	46,376
29	Maturity	43,148

Advertising Revenue

Rank '83	Market Name	1983 Ad Rev. (\$000)
1	Newsmagazines	1,251,632
2	General Interest	869,428
3	Affluence	844,264
4	Womens' Service	728,031
5	Business & Financial	434,098
6	Sunday Magazines	371,726
7	Home Service	346,786
8	Sports	343,416
9	Women's Lifestyle & Ent.	267,256
10	City & Regional	214,517
11	Women's Fashion	181,781
12	Women in Business	134,483
13	Men's Lifestyles	129,124
14	Automotive	105,961
15	Computing	103,369
16	Lifestyles	100,473
17	Men's Entertainment	90,881
18	Men's Service	80,373
19	Personal Finance & Mgmt.	76,097
20	Outdoor	71,884
21	Science & Nature	68,440
22	Black	57,767
23	Inflight	46,376
24	Culinary	45,706
25	Youth & Teen	38,791
26	Bridal	35,561
27	Travel	35,148
28	Health & Fitness	26,948
29	Maturity	19,514

Advertising Pages

Rank '83	Market Name	1983 Ad Pages
1	Affluence	41,487
2	City & Regional	26,266
3	Computing	26,129
4	General Interest	26,087
5	Business & Financial	21,236
6	Sports	19,968
7	Newsmagazines	17,943
8	Home Service	17,266
9	Womens' Service	16,964
10	Lifestyles	15,710
11	Women's Lifestyle & Ent.	15,456
12	Automotive	9,479
13	Women's Fashion	9,460
14	Sunday Magazines	6,421
15	Women in Business	6,209
16	Inflight	5,493
17	Science & Nature	4,947
18	Men's Lifestyles	4,941
19	Outdoor	4,809
20	Personal Finance & Mgmt.	4,797
21	Men's Service	4,631
22	Black	3,753
23	Bridal	3,381
24	Culinary	2,950
25	Men's Entertainment	2,835
26	Youth & Teen	2,599
27	Health & Fitness	2,437
28	Travel	2,219
29	Maturity	866

Average Circulation

Rank '83	Market Name	1983 Avg. Circ.
1	General Interest	74,411,227
2	Womens' Service	55,022,213
3	Sunday Magazines	38,950,212
4	Newsmagazines	32,789,601
5	Affluence	29,013,326
6	Home Service	25,430,319
7	Women's Lifestyle & Ent.	13,884,224
8	Men's Entertainment	13,268,811
9	Maturity	11,155,622
10	Sports	9,834,569
11	Men's Lifestyles	9,207,477
12	Youth & Teen	8,619,227
13	Personal Finance & Mgmt.	8,041,638
14	City & Regional	8,019,883
15	Women in Business	7,991,589
16	Men's Service	7,822,973
17	Lifestyles	7,372,049
18	Science & Nature	6,375,508
19	Automotive	5,595,164
20	Outdoor	5,475,736
21	Business & Financial	5,468,045
22	Women's Fashion	5,448,081
23	Health & Fitness	5,239,196
24	Black	3,424,555
25	Culinary	3,192,763
26	Travel	2,740,851
27	Computing	2,658,049
28	Inflight	1,670,524
29	Bridal	693,100

Consumer market performance summaries

Subscription Revenue

Rank '83	Market Name	1983 Sub Rev. (\$000)
1	General Interest	754,041
2	Newsmagazines	647,370
3	Affluence	464,765
4	Womens' Service	331,673
5	Home Service	240,784
6	Sports	185,671
7	Business & Financial	121,062
8	Personal Finance & Mgmt.	106,042
9	City & Regional	90,300
10	Science & Nature	80,803
11	Lifestyles	78,204
12	Youth & Teen	75,203
13	Women's Lifestyle & Ent.	66,250
14	Men's Lifestyles	65,216
15	Men's Entertainment	57,197
16	Health & Fitness	56,106
17	Men's Service	55,564
18	Women in Business	55,326
19	Black	44,484
20	Travel	44,160
21	Outdoor	40,393
22	Culinary	37,082
23	Automotive	31,892
24	Women's Fashion	30,154
25	Computing	29,566
26	Maturity	23,634
27	Bridal	668
28	Inflight	0
29	Sunday Magazines	0

Average Subscription Circulation

Rank '83	Market Name	1983 Avg. Sub. Circ.
1	General Interest	48,279,969
2	Womens' Service	33,140,421
3	Affluence	25,626,568
4	Home Service	23,035,516
5	Newsmagazines	21,299,101
6	Maturity	11,155,622
7	Sports	8,510,137
8	Personal Finance & Mgmt.	7,475,726
9	Youth & Teen	7,159,049
10	Men's Service	6,956,829
11	City & Regional	6,351,654
12	Lifestyles	5,991,447
13	Women in Business	5,852,210
14	Science & Nature	5,282,984
15	Women's Lifestyle & Ent.	5,201,639
16	Outdoor	4,647,684
17	Health & Fitness	4,636,355
18	Business & Financial	4,592,520
19	Men's Lifestyles	3,398,365
20	Automotive	3,356,457
21	Men's Entertainment	2,809,921
22	Culinary	2,784,138
23	Black	2,754,963
24	Travel	2,713,816
25	Women's Fashion	2,069,750
26	Computing	1,697,247
27	Bridal	72,572
28	Inflight	0
29	Sunday Magazines	0

Newsstand Revenue

Rank '83	Market Name	1983 Newsstand Rev. (\$000)
1	General Interest	760,213
2	Newsmagazines	409,459
3	Men's Entertainment	391,667
4	Womens' Service	302,602
5	Men's Lifestyles	209,692
6	Women's Lifestyle & Ent.	170,779
7	Women's Fashion	83,130
8	Home Service	54,365
9	Affluence	52,956
10	Automotive	46,976
11	Women in Business	43,102
12	Sports	39,235
13	Lifestyles	36,471
14	Science & Nature	30,046
15	Computing	28,501
16	Youth & Teen	24,073
17	Black	21,281
18	Personal Finance & Mgmt.	18,566
19	City & Regional	17,985
20	Outdoor	17,180
21	Men's Service	15,267
22	Business & Financial	13,429
23	Bridal	11,796
24	Health & Fitness	11,735
25	Culinary	9,798
26	Travel	506
27	Inflight	0
28	Sunday Magazines	0
29	Maturity	0

Average Newsstand Circulation

Rank '83	Market Name	1983 Avg. Newsstand Circ.
1	General Interest	25,427,279
2	Womens' Service	20,969,692
3	Newsmagazines	11,490,500
4	Men's Entertainment	10,458,893
5	Women's Lifestyle & Ent.	7,281,708
6	Men's Lifestyles	5,809,115
7	Women's Fashion	3,378,333
8	Home Service	2,394,808
9	Automotive	2,238,708
10	Women in Business	2,139,380
11	Youth & Teen	1,460,178
12	Lifestyles	1,380,605
13	Affluence	1,352,937
14	Sports	1,324,436
15	Science & Nature	1,082,911
16	Computing	879,057
17	Men's Service	866,144
18	Outdoor	828,054
19	City & Regional	692,997
20	Black	669,594
21	Bridal	620,528
22	Health & Fitness	602,843
23	Personal Finance & Mgmt.	549,866
24	Culinary	408,625
25	Business & Financial	264,079
26	Travel	19,820
27	Inflight	0
28	Sunday Magazines	0
29	Maturity	0

Affluence

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

AFFLUENT AUDIENCE POPULAR WITH ADVERTISERS AND PUBLISHERS...

1983 Folio:400 market consists of 29 books, more than in any other grouping.

Market attracts most total ad pages and gains nearly 3,000 vs. '82. Increase translates to just under \$150 million additional ad revenues.

BUSINESS/PERSONAL FINANCE TITLES HAVE LARGE SHARE OF AUDIENCE...

Half of market's books come from these editorial areas. *Business Week* is tops in total revenues, ad pages and ad revenues.

Venture leads field in total revenue, ad page and ad revenue growths vs. '82.

Top newsstand circulation belongs to *Money*. *Barron's* rules newsstand dollars.

Inc. grows fastest in subscription revenues behind 2nd best growth in subscription circ.

BUT AFFLUENT READERS HAVE DIVERSE INTERESTS...

National Geographic has over 5 times the circulation of nearest market member, all of it subscription. Sub revenues exceed \$157 million.

Market's top circulation growth property of *Food & Wine*. Grows substantially in newsstand, but leads pack in subscription pace.

Smithsonian sets pace in newsstand growth, both dollars and circulation.

*"I buy top advice
to help run my
computer business.*

*I buy Changing Times
to help run my
personal business."*



Changing Times
The magazine of personal business.

Affluence

Ad Pages		% Chg. Ad Pages (1982/1983)	(%)	Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Business Week	4,644	1 Venture	69.3	1 Fortune	563	1 Town & Country	151
2 New York Times Mag.	4,186	2 Frequent Flyer	39.5	2 Forbes	456	2 Architectural Digest	131
3 The New Yorker	3,637	3 Inc.	28.6	3 Venture	327	3 Forbes	126
4 Forbes	3,402	4 High Technology	27.6	4 Business Week	318	4 Fortune	126
5 Fortune	3,289	5 Natural History	27.3	5 Inc.	299	5 Money	119
6 Barron's	2,276	6 American Way	20.8	6 American Way	193	6 Inc.	112
7 Town & Country	1,813	7 Fortune	20.6	7 Golf Digest	180	7 American Way	94
8 Architectural Digest	1,566	8 Golf Digest	20.4	8 Frequent Flyer	139	8 Business Week	91
9 Money	1,431	9 Changing Times	16.6	9 Natural History	100	9 Travel & Leisure	91
10 Inc.	1,345	10 Forbes	15.5	10 Money	99	10 Golf Digest	88
11 W	1,191	11 Harvard Bus. Review	13.6	11 Town & Country	94	11 Bon Appetit	85
12 American Way	1,123	12 Food & Wine	13.5	12 Gourmet	90	12 New York Times Mag.	80
13 Travel & Leisure	1,091	13 National Geographic	10.8	13 W	90	13 Gourmet	78
14 Golf Digest	1,059	14 Gourmet	10.7	14 High Technology	76	14 Smithsonian	78
15 Bon Appetit	1,016	15 Signature	9.2	15 Changing Times	73	15 The New Yorker	70
16 Smithsonian	940	16 W	8.2	16 New York Times Mag.	72	16 Venture	67
17 Gourmet	932	17 Money	7.4	17 Barron's	59	17 Dun's Business Month	66
18 The Economist	855	18 Business Week	7.3	18 Signature	58	18 Harvard Bus. Review	65
19 Venture	799	19 Town & Country	5.5	19 Food & Wine	56	19 Signature	58
20 Dun's Business Month	795	20 Barron's	2.7	20 Harvard Bus. Review	47	20 W	46
21 Signature	690	21 New York Times Mag.	1.7	21 National Geographic	26	21 Barron's	44
22 Changing Times	512	22 Smithsonian	0.5	22 Smithsonian	5	22 Changing Times	43
23 Frequent Flyer	491	23 The Economist	ne	23 The Economist	ne	23 Frequent Flyer	41
24 Food & Wine	469	24 Bon Appetit	-0.1	24 Bon Appetit	-1	24 Food & Wine	39
25 Natural History	468	25 Travel & Leisure	-2.3	25 Dun's Business Month	-22	25 Natural History	39
26 Financial World	460	26 Dun's Business Month	-2.7	26 Travel & Leisure	-26	26 High Technology	29
27 Harvard Bus. Review	391	27 Architectural Digest	-3.6	27 Architectural Digest	-59	27 National Geographic	22
28 High Technology	352	28 The New Yorker	-6.8	28 Financial World	-73	28 Financial World	20
29 National Geographic	264	29 Financial World	-13.7	29 The New Yorker	-265	29 The Economist	17
Total	41,487			Total	2,974		

n/a = not applicable
ne = not estimated

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Affluence (continued)

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983) (%)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 Business Week	156,499	1 Venture	110.4	1 Fortune	25,266	1 Harvard Bus. Review	149
2 Fortune	101,416	2 Food & Wine	82.6	2 Business Week	22,552	2 National Geographic	143
3 New York Times Mag.	91,153	3 Frequent Flyer	54.2	3 Forbes	20,330	3 Architectural Digest	116
4 Forbes	84,502	4 High Technology	53.4	4 New York Times Mag.	15,153	4 Town & Country	105
5 The New Yorker	57,226	5 Inc.	49.6	5 Money	9,140	5 Forbes	100
6 Money	42,036	6 Golf Digest	37.4	6 Inc.	8,392	6 American Way	99
7 Golf Digest	28,359	7 American Way	35.2	7 Golf Digest	7,712	7 Gourmet	98
8 National Geographic	27,379	8 Natural History	34.7	8 Town & Country	4,753	8 Smithsonian	93
9 Smithsonian	25,724	9 Fortune	33.2	9 National Geographic	3,982	9 Golf Digest	81
10 Inc.	25,321	10 Forbes	31.7	10 Venture	3,695	10 Inc.	75
11 Architectural Digest	24,622	11 Changing Times	28.4	11 W	2,843	11 Travel & Leisure	74
12 Travel & Leisure	21,825	12 Town & Country	28.2	12 Changing Times	2,559	12 The Economist	67
13 Town & Country	21,601	13 Money	27.8	13 Bon Appetit	2,509	13 The New Yorker	67
14 Bon Appetit	20,669	14 Signature	27.4	14 American Way	2,403	14 Bon Appetit	66
15 Barron's	19,385	15 W	25.7	15 Architectural Digest	2,317	15 Business Week	66
16 W	13,889	16 New York Times Mag.	19.9	16 Barron's	2,225	16 Frequent Flyer	66
17 Gourmet	12,086	17 National Geographic	17.0	17 Food & Wine	2,200	17 Financial World	60
18 Changing Times	11,583	18 Business Week	16.8	18 Signature	1,778	18 Natural History	58
19 Dun's Business Month	9,692	19 Gourmet	14.8	19 Smithsonian	1,603	19 Changing Times	56
20 American Way	9,227	20 Bon Appetit	13.8	20 Gourmet	1,562	20 Signature	56
21 Signature	8,277	21 Barron's	13.0	21 Frequent Flyer	1,164	21 Dun's Business Month	55
22 Venture	7,040	22 Harvard Bus. Review	12.6	22 High Technology	1,104	22 High Technology	55
23 The Economist	4,877	23 Architectural Digest	10.4	23 Travel & Leisure	1,046	23 Venture	54
24 Food & Wine	4,863	24 Dun's Business Month	6.7	24 Natural History	1,011	24 Food & Wine	53
25 Natural History	3,921	25 Smithsonian	6.6	25 The New Yorker	911	25 W	30
26 Frequent Flyer	3,312	26 Travel & Leisure	5.0	26 Dun's Business Month	809	26 Barron's	ne
27 High Technology	3,170	27 The New Yorker	1.6	27 Harvard Bus. Review	296	27 Fortune	ne
28 Harvard Bus. Review	2,644	28 The Economist	ne	28 The Economist	ne	28 Money	ne
29 Financial World	1,966	29 Financial World	-14.5	29 Financial World	-334	29 New York Times Mag.	ne
Total	844,264			Total	148,781		

n/a = not applicable
ne = not estimated

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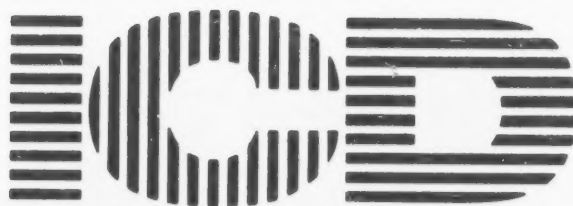
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Affluence (continued)

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
			(%)				
1 Natl. Geographic	10,492,039	1 Food & Wine	42.3	1 Money	246,444	1 Money	266,526
2 Smithsonian	1,944,568	2 Inc.	39.7	2 Food & Wine	145,663	2 Bon Appetit	180,573
3 Changing Times	1,507,841	3 Venture	27.4	3 Inc.	121,047	3 Gourmet	139,473
4 New York Times Mag.	1,498,873	4 Frequent Flyer	23.8	4 Golf Digest	106,325	4 Architectural Digest	118,044
5 Money	1,325,551	5 Money	22.8	5 Frequent Flyer	61,988	5 Barron's	114,759
6 Bon Appetit	1,300,494	6 Town & Country	13.4	6 Signature	59,783	6 Golf Digest	99,168
7 Golf Digest	1,153,615	7 Barron's	13.0	7 Venture	55,005	7 Town & Country	95,547
8 Travel & Leisure	930,010	8 Golf Digest	10.2	8 Town & Country	42,670	8 The New Yorker	37,470
9 Business Week	852,821	9 Signature	9.1	9 Bon Appetit	40,706	9 Changing Times	37,409
10 Signature	720,035	10 W	9.1	10 Architectural Digest	39,443	10 High Technology	37,071
11 Forbes	719,439	11 Architectural Digest	7.0	11 Barron's	34,218	11 Forbes	34,028
12 Fortune	696,337	12 Bon Appetit	3.2	12 Fortune	19,062	12 Business Week	32,552
13 Gourmet	626,527	13 Natural History	3.1	13 W	17,531	13 Fortune	30,390
14 Architectural Digest	601,894	14 Fortune	2.8	14 Natural History	14,641	14 Inc.	28,522
15 The New Yorker	508,257	15 Forbes	1.2	15 Changing Times	12,736	15 Venture	25,346
16 Food & Wine	489,924	16 Changing Times	0.9	16 Forbes	8,523	16 W	20,559
17 Natural History	479,620	17 Financial World	0.9	17 Business Week	2,057	17 Food & Wine	14,771
18 Inc.	425,855	18 Dun's Business Month	0.3	18 The New Yorker	1,307	18 Travel & Leisure	12,437
19 Town & Country	361,985	19 The New Yorker	0.3	19 Financial World	970	19 Natural History	7,920
20 High Technology	341,184	20 Business Week	0.2	20 Dun's Business Month	761	20 The Economist	7,688
21 Frequent Flyer	321,966	21 The Economist	ne	21 The Economist	ne	21 Financial World	6,705
22 Barron's	297,377	22 Harvard Bus. Review	0.0	22 Harvard Bus. Review	-103	22 Smithsonian	4,194
23 Dun's Bus. Month	284,503	23 High Technology	-0.4	23 High Technology	-1,245	23 Harvard Bus. Review	3,785
24 Venture	255,746	24 National Geographic	-0.5	24 American Way	-7,775	24 American Way	0
25 Harvard Bus. Review	233,401	25 New York Times Mag.	-0.9	25 Gourmet	-8,396	25 Dun's Business Month	0
26 American Way	232,225	26 Gourmet	-1.3	26 New York Times Mag.	-12,980	26 Frequent Flyer	0
27 W	210,433	27 Smithsonian	-1.3	27 Travel & Leisure	-18,492	27 National Geographic	0
28 Financial World	103,739	28 Travel & Leisure	-1.9	28 Smithsonian	-26,338	28 New York Times Mag.	0
29 The Economist	97,087	29 American Way	-3.2	29 National Geographic	-51,777	29 Signature	0
Total	29,013,326			Total	803,774	Total	1,352,837

n/a = not applicable
ne = not estimated



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Affluence (continued)

Total Revenue (ad rev. + circ. rev.) (\$000)		% Chg. Total Revenue (1982/1983) (%)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. News. Circ. (1982/1983) (%)	
1 Business Week	185,685	1 Venture	67.4	1 Town & Country	256	1 Smithsonian	154.5
2 National Geographic	184,760	2 Food & Wine	64.2	2 Architectural Digest	247	2 Travel & Leisure	108.1
3 Fortune	125,862	3 Inc.	58.5	3 Forbes	226	3 Food & Wine	94.1
4 Forbes	110,233	4 American Way	35.2	4 Harvard Bus. Review	214	4 Money	34.4
5 New York Times Mag.	91,153	5 Money	31.9	5 American Way	193	5 Inc.	30.6
6 Money	74,068	6 Golf Digest	29.8	6 Inc.	187	6 Barron's	22.0
7 The New Yorker	72,582	7 High Technology	29.6	7 Gourmet	176	7 Forbes	19.9
8 Smithsonian	58,812	8 Frequent Flyer	29.4	8 Smithsonian	172	8 Harvard Bus. Review	18.9
9 Architectural Digest	47,301	9 Signature	28.8	9 Golf Digest	169	9 W	13.8
10 Golf Digest	42,965	10 Fortune	28.6	10 National Geographic	165	10 Financial World	11.9
11 Bon Appetit	39,092	11 Forbes	26.9	11 Travel & Leisure	165	11 Town & Country	11.4
12 Barron's	38,006	12 Town & Country	25.4	12 Business Week	157	12 Venture	11.4
13 Travel & Leisure	37,797	13 New York Times Mag.	19.9	13 Bon Appetit	150	13 Fortune	7.3
14 Inc.	33,682	14 W	19.4	14 The New Yorker	137	14 Golf Digest	4.6
15 Changing Times	29,467	15 Barron's	18.3	15 Dun's Business Month	121	15 Business Week	4.1
16 Town & Country	29,267	16 Business Week	14.9	16 Venture	121	16 American Way	n/a
17 Gourmet	23,423	17 Changing Times	12.4	17 Signature	119	17 Dun's Business Month	n/a
18 W	19,709	18 National Geographic	11.5	18 Frequent Flyer	107	18 The Economist	ne
19 Signature	15,585	19 Natural History	11.5	19 Changing Times	98	19 Frequent Flyer	n/a
20 Frequent Flyer	15,225	20 Harvard Bus. Review	11.4	20 Natural History	97	20 National Geographic	n/a
21 Food & Wine	12,336	21 Bon Appetit	9.4	21 Food & Wine	92	21 New York Times Mag.	n/a
22 The Economist	11,417	22 Architectural Digest	8.5	22 The Economist	84	22 Signature	n/a
23 Natural History	11,210	23 Gourmet	8.2	23 High Technology	84	23 The New Yorker	-2.8
24 Dun's Business Month	9,929	24 Dun's Business Month	6.6	24 Financial World	80	24 Bon Appetit	-3.7
25 Venture	9,854	25 Smithsonian	5.8	25 W	75	25 Architectural Digest	-8.0
26 Harvard Bus. Review	9,646	26 Financial World	4.9	26 Barron's	ne	26 Changing Times	-11.1
27 American Way	9,227	27 The New Yorker	4.1	27 Fortune	ne	27 Gourmet	-13.2
28 High Technology	8,858	28 The Economist	ne	28 Money	ne	28 High Technology	-17.3
29 Financial World	4,834	29 Travel & Leisure	-0.7	29 New York Times Mag.	ne	29 Natural History	-58.8
Total	1,361,985						

n/a = not applicable
ne = not estimated

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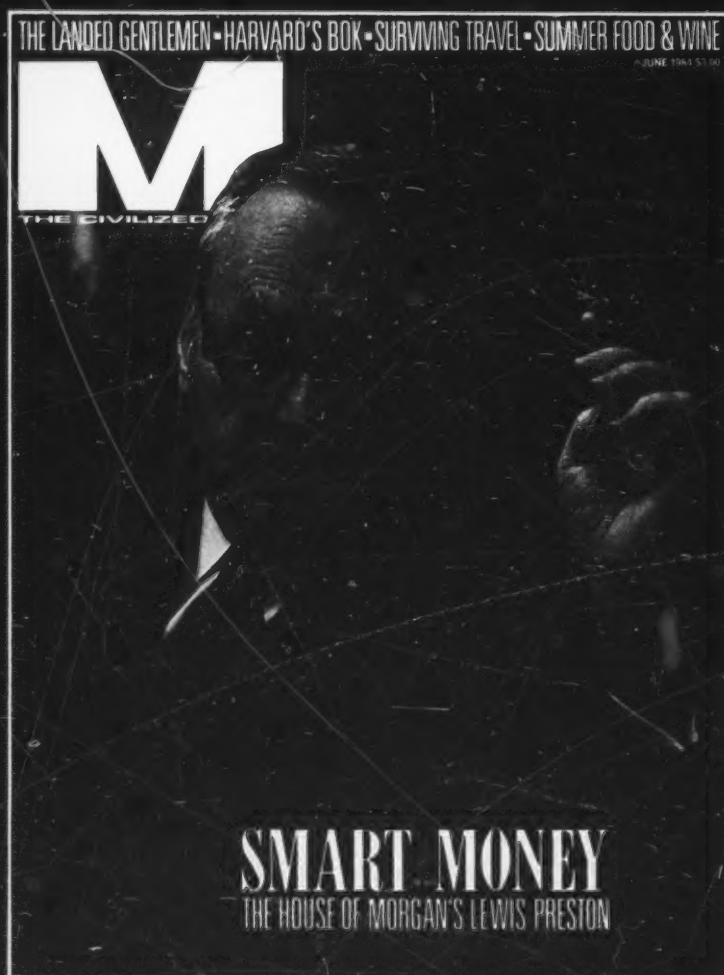
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Source: "M" Subscriber Study, Enders & Martin, Inc., March 1984.

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AMERICA'S FASTEST-GROWING BUSINESS

Affluence (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1 Natl. Geographic	10,492,039	1 Food & Wine	41.1	1 Money	178,153	1 Money	68,291
2 Smithsonian	1,940,374	2 Inc.	40.4	2 Food & Wine	138,502	2 Barron's	20,678
3 Changing Times	1,470,432	3 Venture	29.4	3 Inc.	114,368	3 Town & Country	9,815
4 Bon Appetit	1,119,921	4 Frequent Flyer	23.8	4 Golf Digest	101,990	4 Food & Wine	7,161
5 Money	1,059,025	5 Money	20.2	5 Frequent Flyer	61,988	5 Inc.	6,679
6 Golf Digest	1,054,447	6 Town & Country	14.1	6 Signature	59,783	6 Travel & Leisure	6,460
7 Travel & Leisure	917,573	7 Architectural Digest	11.4	7 Venture	52,409	7 Forbes	5,652
8 Business Week	820,269	8 Golf Digest	10.7	8 Architectural Digest	49,571	8 Golf Digest	4,334
9 Signature	720,035	9 Signature	9.1	9 Bon Appetit	47,634	9 Venture	2,596
10 Forbes	685,412	10 W	8.6	10 Town & Country	32,855	10 Smithsonian	2,546
11 Fortune	665,948	11 High Technology	8.1	11 Natural History	25,956	11 W	2,497
12 Gourmet	487,054	12 Barron's	8.0	12 High Technology	20,723	12 Fortune	2,057
13 Architectural Digest	485,850	13 Natural History	5.8	13 Changing Times	17,383	13 Business Week	1,271
14 Food & Wine	475,153	14 Bon Appetit	4.4	14 Fortune	17,006	14 Financial World	713
15 Natural History	471,700	15 Gourmet	2.7	15 W	15,034	15 Harvard Bus. Review	602
16 The New Yorker	470,787	16 Fortune	2.6	16 Barron's	13,540	16 American Way	n/a
17 Inc.	397,333	17 Changing Times	1.2	17 Gourmet	12,755	17 Dun's Business Month	n/a
18 Frequent Flyer	321,966	18 The New Yorker	0.5	18 Forbes	2,871	18 The Economist	n/a
19 High Technology	277,074	19 Forbes	0.4	19 The New Yorker	2,367	19 Frequent Flyer	n/a
20 Town & Country	266,438	20 Financial World	0.3	20 Business Week	786	20 National Geographic	n/a
21 Venture	230,400	21 Business Week	0.1	21 Financial World	258	21 New York Times Mag.	n/a
22 Harvard Bus. Review	229,616	22 American Way	n/a	22 American Way	n/a	22 Signature	n/a
23 W	189,874	23 The Economist	ne	23 The Economist	ne	23 The New Yorker	-1,060
24 Barron's	182,618	24 New York Times Mag.	n/a	24 New York Times Mag.	n/a	24 Changing Times	-4,648
25 Financial World	97,035	25 Harvard Bus. Review	-0.3	25 Dun's Business Month	-494	25 Bon Appetit	-6,929
26 The Economist	89,399	26 National Geographic	-0.5	26 Harvard Bus. Review	-705	26 High Technology	-7,730
27 Dun's Bus. Month	8,796	27 Smithsonian	-1.5	27 Travel & Leisure	-24,951	27 Architectural Digest	-10,128
28 American Way	0	28 Travel & Leisure	-2.6	28 Smithsonian	-28,884	28 Natural History	-11,316
29 New York Times Mag.	0	29 Dun's Business Month	-5.3	29 National Geographic	-51,777	29 Gourmet	-21,151
Total	25,626,568			Total	859,121	Total	78,390

n/a = not applicable
ne = not estimated

Magazine Profiles

American Way

American Airlines, Inc.
MD 3D08, P.O. Box 619616
DFW Airport, TX 75261-9616
MD 3D08, 4200 American Blvd.
Ft. Worth, TX 76155
(817) 355-1583
Year founded: 1966
Published: Monthly

Publisher: Walter A. Damtoft
Advertising Director: Hank Thunhorst

Editorial Description: American Way is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BFA

Primary SRDS Classification No. 1

Architectural Digest

Knapp Communications Corporation
140 East 45th Street
New York, NY 10017
(212) 687-6330
Published: 12x per year

Publisher: Robert J. Griswold
Advertising Director: Clifford P. Tallman

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who

travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. 24

Barron's National Business and Financial Weekly

Dow Jones & Co.
420 Lexington Avenue
New York, NY 10017
(212) 808-7220

Year founded: 1921
Published: Weekly

Publisher: Robert Bleiberg
Advertising Director: Walter Dietzer

Editorial Description: Barron's contains industry-wide studies and individual company analyses, edited for private investors, professional money managers and corporate executives. Articles point out special situations for investment opportunities and also highlight industrial developments affecting the businessman's major customers and/or suppliers. No personal write-ups or investment advice is given. Contains columns on commodities and options. Each issue contains performance records of securities, the standard economic indicators, plus several Barron's indices including the "confidence index."

Member: ABC

Primary SRDS Classification No. 8

Bon Appetit

Bon Appetit Publishing Corporation
2 Grand Central Tower
140 East 45th Street
New York, NY 10017
(212) 687-1255
Published: Monthly

Publisher: Robert S. Phelps
Advertising Director: George B. Dippy
Other key contacts: Mark Davis, Eastern Manager; Robert J. Nordloh, Midwestern; Richard J. Splittorf, Western

Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves. The lifestyle of this intensely involved, affluent audience puts them in the vanguard of quality consumers.

Member: ABC

Primary SRDS Classification No. 18

Business Week

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Published: Weekly

A.

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SIGNATURE
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Q.

**Which magazine
leads in growth
in the
Travel Market
and is also
included in the
Affluence Market?**

Affluence (continued)

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983)	
1 National Geographic	157,381	1 Inc.	97.0	1 Barron's	8,354	1 Smithsonian	187.6
2 Smithsonian	32,986	2 Food & Wine	51.2	2 Money	7,196	2 Food & Wine	152.3
3 Business Week	25,833	3 Money	34.4	3 Architectural Digest	6,266	3 Travel & Leisure	108.4
4 Money	24,837	4 Signature	30.4	4 Bon Appetit	4,334	4 Inc.	65.9
5 Forbes	22,975	5 Financial World	25.8	5 Town & Country	3,440	5 High Technology	65.4
6 Fortune	22,076	6 Frequent Flyer	23.8	6 Business Week	3,353	6 Money	51.2
7 Changing Times	17,134	7 Golf Digest	17.6	7 Gourmet	3,347	7 Forbe.	44.6
8 Architectural Digest	16,412	8 Barron's	16.1	8 The New Yorker	2,923	8 Barron's	36.6
9 Travel & Leisure	15,599	9 The New Yorker	15.2	9 Forbes	2,756	9 Town & Country	33.7
10 Bon Appetit	14,089	10 High Technology	13.5	10 Fortune	2,370	10 Venture	27.3
11 Golf Digest	12,573	11 Fortune	12.4	11 Golf Digest	2,033	11 Harvard Bus. Review	19.5
12 The New Yorker	12,433	12 Harvard Bus. Review	10.8	12 W	1,069	12 Financial World	16.8
13 Frequent Flyer	11,913	13 Forbes	10.6	13 The Economist	980	13 Golf Digest	16.0
14 Barron's	10,267	14 National Geographic	10.6	14 High Technology	890	14 Fortune	15.3
15 Gourmet	7,990	15 Architectural Digest	9.5	15 Inc.	869	15 The New Yorker	11.1
16 Inc.	7,491	16 Gourmet	8.2	16 Changing Times	750	16 W	9.6
17 Signature	7,308	17 Town & Country	8.0	17 Venture	608	17 Business Week	4.0
18 Food & Wine	7,127	18 Venture	6.8	18 Travel & Leisure	373	18 Bon Appetit	0.5
19 Natural History	7,076	19 Bon Appetit	6.8	19 Food & Wine	346	19 American Way	n/a
20 Harvard Bus. Review	6,888	20 Business Week	6.0	20 Financial World	270	20 Dun's Business Month	n/a
21 The Economist	5,560	21 Natural History	5.8	21 Natural History	214	21 The Economist	ne
22 High Technology	4,799	22 W	5.8	22 Harvard Bus. Review	114	22 Frequent Flyer	n/a
23 W	4,751	23 Smithsonian	4.9	23 Smithsonian	101	23 National Geographic	n/a
24 Town & Country	4,226	24 Changing Times	4.2	24 American Way	0	24 New York Times Mag.	n/a
25 Financial World	2,598	25 Dun's Business Month	2.4	25 Dun's Business Month	0	25 Signature	n/a
26 Venture	2,206	26 American Way	ne	26 Frequent Flyer	0	26 Architectural Digest	-0.5
27 Dun's Business Month	237	27 The Economist	ne	27 National Geographic	0	27 Changing Times	-1.0
28 American Way	0	28 New York Times Mag.	n/a	28 New York Times Mag.	0	28 Gourmet	-10.4
29 New York Times Mag.	0	29 Travel & Leisure	-8.9	29 Signature	0	29 Natural History	-53.7
Total	464,765			Total	52,956		

n/a = not applicable
ne = not estimated

Publisher: James R. Pierce
Advertising Director: Richard C. Thompson
Other key contacts: A.C. Lynch, Business Director

Editorial Description: Business Week is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. 8

Changing Times

The Kiplinger Organization
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: 12x per year

Publisher: Nicholas H. Niles
Advertising Director: John T. Abbott
Other key contacts: Peter Van Leight, New York Manager

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and

services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. 22

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Publisher: Robert A. Potts
Advertising Director: Helshi Lockwood Hewson

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. 8

The Economist

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th floor
New York, NY 10020
(212) 541-5730

Year founded: 1843

Published: Weekly; 51 issues/year

Publisher: The Economist Newspaper Ltd.
Advertising Director: Sandra Oursuff, Vice President

Other key contacts: William Kanzer, Mid-West Manager, Chicago Office

Editorial Description: The Economist is international in editorial scope. Each week it reports, comments upon and analyzes developments in world politics, business, economics and finance, with regular edit departments including: American Survey, Europe and the European Common Market, International Report, Britain, Business Briefs, International Business, Finance and Books. In addition, monthly special surveys focus on specific countries, markets or industries.

Member: ABC

Primary SRDS Classification No. 8

Financial World

Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: Biweekly (26x)

Publisher: Mark J. Meagher
Advertising Director: Donald Angela
Other key contacts: Douglas McIntyre, Presi-

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Reaching the affluent reader more efficiently.

Affluence (continued)

dent; Kermit Lansner, Editor in Chief; Lawrence Hedblom, Circulation Director

Editorial Description: Financial World's editorial is about investment opportunities presented by today's multifaceted financial markets. It is a magazine for investors, both individual and professional. Each issue of Financial World contains articles on companies, industries, and other specific investment situations, plus features on investment trends and profiles of financial professionals. There are also regular columns and a variety of departments carrying investment news and statistics. Every other issue contains Financial World's Appraisal section rating 3,000 securities.

Member: ABC

Primary SRDS Classification No. 8

Food & Wine The Guide to Good Taste

The International Review of Food & Wine Associates
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Publisher: John S. Connors
Other key contacts: Louis S. Benincasa, Vice President Media Research & Sales Development

Editorial Description: Food & Wine, The Guide to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants, specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low calorie or specialty diets. In addition, there are regular features by authors not generally associated with food subjects.

Member: ABC

Primary SRDS Classification No. 18

Forbes

Forbes, Inc.
60 Fifth Avenue
New York, NY 10011
(212) 620-2200
Year founded: 1917
Published: Biweekly

Publisher: James J. Dunn
Advertising Director: Stephen G. Nicoll

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section wherein col-

umnists report on the Economy, Stocks, Funds and other money markets.

Member: ABC

Primary SRDS Classification No. 8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Published: Biweekly

Publisher: Edward Patrick Lenahan
Advertising Director: James B. Hoefer

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC

Primary SRDS Classification No. 8

Frequent Flyer

Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: 12x per year

Publisher: Martin B. Deutsch
Associate Publisher: Arnie Green
Other key contacts: Ralph Erady, Eastern Sales Manager

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, leisure travel, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. 8

Golf Digest

Golf Digest/Tennis, Inc.
495 Westport Avenue
Norwalk, CT 06856
(203) 847-5811
Year founded: 1950
Published: Monthly

Publisher: Jay FitzGerald
Advertising Director: Win Stevens
Other key contacts: Craig Russell, New York Sales Manager

Editorial Description: Golf Digest is edited for golfers, from beginners to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles

deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC, MPA

Primary SRDS Classification No. 45

Gourmet The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10022
(212) 371-1330
Year founded: 1941
Published: Monthly

Publisher: Verne Westerberg
Advertising Director: Richard Barthelme
Other key contacts: Jonathan Newhouse, Business Manager; Lynne Berentsen, Director of Marketing and Promotion

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC

Primary SRDS Classification No. 18

Harvard Business Review

Harvard Graduate School of Business
Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Publisher: Ernest D. Frawley
Advertising Director: Harold F. Ellsworth
Other key contacts: Kenneth R. Andrews, Editor; Ralph B. Titus, Circulation Director; William A. Janowsky, Business Manager

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the businessman's thinking.

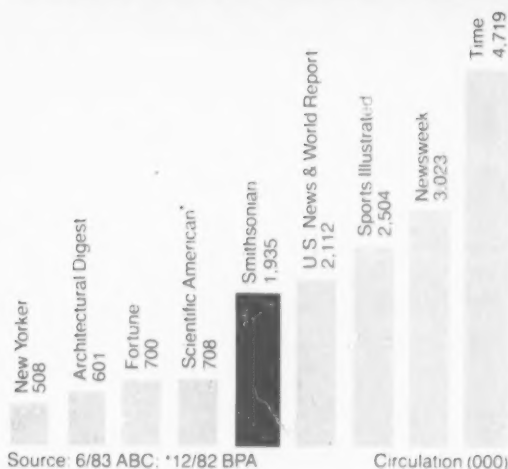
Member: ABC

Primary SRDS Classification No. 8

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

It's lonely in the middle.



Source: 6/83 ABC; *12/82 BPA

Circulation (000)

Somewhere between the mass circulation newsweeklies and the quality demographic magazines lies a magazine offering the best of both worlds—Smithsonian. After more than a decade of steady growth, Smithsonian has approached mass circulation status. But, unlike the newsweeklies, as our circulation has grown the quality of our subscribers has remained consistently high. Consider over 1,900,000 subscribers with average yearly incomes of over \$52,000. Over 85% of whom are college educated.

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Smithsonian

1,900,000 subscribers put their money where their minds are.

Affluence (continued)

Publisher: Bernard A. Goldhirsh
Advertising Director: Frances P. Lawrence
Other key contacts: W. Robert Boris, Associate Publisher

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC

Primary SRDS Classification No. 8

Inc. **The Magazine for Growing Companies**

Inc. Publishing Corporation
 38 Commercial Wharf
 Boston, MA 02110
 (617) 227-4700
 Year founded: 1979
 Published: Monthly

Publisher: Bernard A. Goldhirsh
Other key contacts: Joseph C. Page, Jr., Associate Publisher; Betsy Keady, Marketing Services Director; Bradley K. Jones, Western Sales Manager

Editorial Description: Inc. is for executives who run small to mid-sized companies. Its purpose is to provide them with specific, practical answers to both their immediate and long-term management problems. Through in-depth studies, Inc. demonstrates how other entrepreneurs have dealt with major business decisions, and offers the reader guidelines for solving his own. Its departments stress the how-to aspects of Financial Management, Personnel Management, Market-

ing, Sales, Administration and Operations. Inc. also covers and analyzes news pertinent to smaller company management, including trends, economic forecasts and legislation that affect them.

Member: ABC

Primary SRDS Classification No. 8

Money

Time Inc.
 Time & Life Bldg.
 Rockefeller Center
 New York, NY 10020
 (212) JU6-1212
 Year founded: 1972
 Published: Monthly

Publisher: William M. Kelly, Jr.
Advertising Director: James B. Hayes

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC

Primary SRDS Classification No. 22

National Geographic

National Geographic Society
 1251 Avenue of the Americas
 New York, NY 10020
 (212) 974-1700
 Year founded: 1888
 Published: 12x per year

Advertising Director: George E. Moffat
Other key contacts: William K. Hughes, U.S. Advertising Manager; Patti A. Delaney, Busi-

ness Manager; G. Sarita Lapham, Advertising Production Director

Editorial Description: National Geographic's articles cover the various parts of the globe, and probe into the farthest reaches of the universe and hitherto unexplored depths of the oceans. It reports on the issues that face the world today, including energy and the environment. Scientific articles range from such subjects as the discovery of fossils of earliest man to the wonders of the electronic chip and the new biology. Articles are accompanied by photographs, drawings, detailed maps and paintings.

Member: ABC

Primary SRDS Classification No. 22

Natural History **The Magazine of Natural Science**

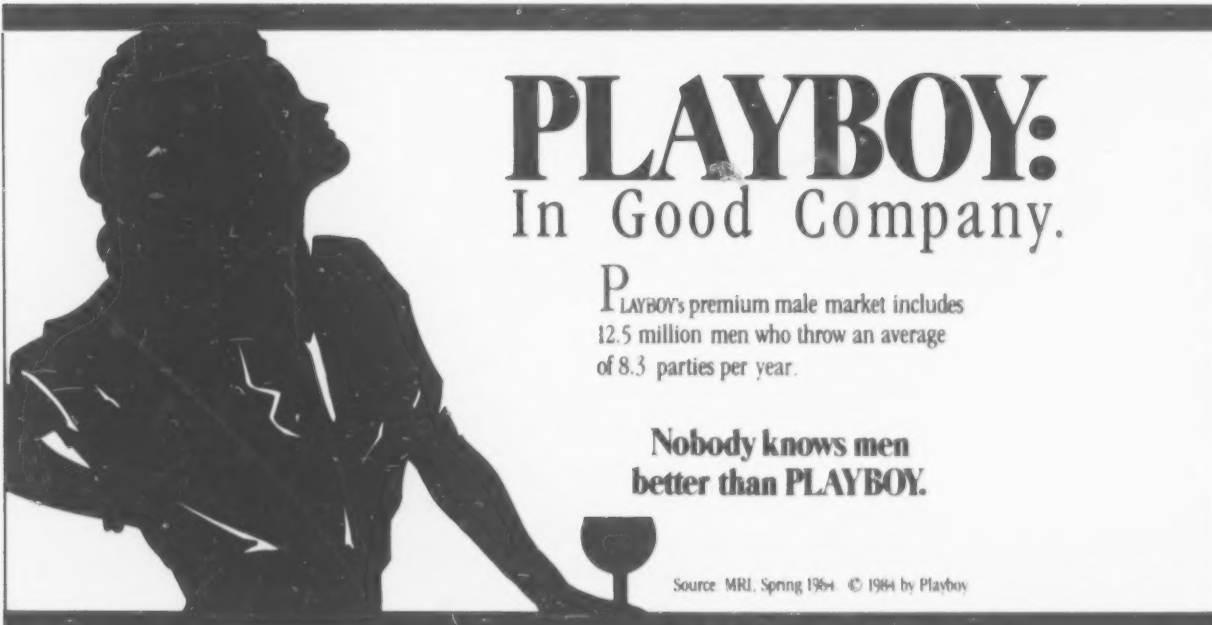
American Museum of Natural History
 79th Street & Central Park West
 New York, NY 10024
 (212) 873-1498
 Year founded: 1900
 Published: Monthly

Publisher: L. Thomas Kelly
Advertising Director: Don Kamens

Editorial Description: Natural History is a journal of Scientific Research and a showcase of the world's great natural treasures. It provides a record of man's on-going quest to explore, map and understand his planet, its environment, its geography, its geology and that which lives or has ever lived upon it. Regular features include a "Naturalist At Large" column, astronomy column, natural foods column and book reviews.

Member: ABC

Primary SRDS Classification No. 43



PLAYBOY:
 In Good Company.

PLAYBOY's premium male market includes 12.5 million men who throw an average of 8.3 parties per year.

Nobody knows men better than PLAYBOY.

Source: MRI, Spring 1984 © 1984 by Playboy

'W' GIVES ADVERTISERS WHAT THEY NEED MOST,
READERS WHO CAN AFFORD TO BUY.



'W' WE INFLUENCE THE MARKET.

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1203
Year founded: 1851
Published: 52x per year

Publisher: Arthur Ochs Sulzberger
Advertising Director: Lance Primis
Other key contacts: Philip Duval, Marketing Director

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC

Primary SRDS Classification No. 22

The New Yorker

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

President: George J. Green
Advertising Director: Robert F. Young
Other key contacts: Owen J. Hochreiter, Advertising Manager; Stuart Spizer, National Advertising Manager

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.

Member: ABC

Primary SRDS Classification No. 22

Signature

Citicorp/Diners Club
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Published: Monthly

Publisher: Harry C. Egner
Advertising Director: Gerald Van Splinter
Other key contacts: Robert Smrek, Director of Production; Barbara Graham, Director of Research; Wayne Gregus, Vice President Finance

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Primary SRDS Classification No. 46

Smithsonian

Smithsonian Institution
Arts & Industries Building
900 Jefferson Drive
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Publisher: Joseph T. Bonsignore
Advertising Director: Thomas H. Black
Other key contacts: Edward Daly, Lewis Ogle

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities. Editors approach serious problems on a more pragmatic than ideological basis. Less serious subjects are treated with a light, often humorous touch, avoiding the ponderous.

Member: ABC

Primary SRDS Classification No. 22

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Publisher: Charles Kennedy
Advertising Director: Carl Portale

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC

Primary SRDS Classification No. 22

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: 12x per year

Publisher: John S. Connors
Advertising Director: John Hillock, Vice President Director of Advertising
Other key contacts: Louis Benincasa, Vice President Media Research & Sales Development; Dick Romanelli, General Sales Director

Editorial Description: Travel & Leisure magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC

Primary SRDS Classification No. 46

Venture

The Magazine for Entrepreneurs

Venture Magazine Inc.
35 West 45th Street
New York, NY 10036
(212) 840-5580
Year founded: 1979
Published: Monthly

President: Christopher M. Lehman
Other key contacts: James P. Rogers, National Sales Manager; Joan D. Marowski, Marketing/Advertising Services Director

Editorial Description: Venture is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include New Businesses, Venture Strategies, Venture Financing, Franchise Facts, Your Business, Yourself, You Should Know, Making It Happen, and a Washington Newsletter.

Member: ABC

Primary SRDS Classification No. 8

W

Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1972
Published: Every other week

Publisher: John B. Fairchild
Advertising Director: Marcia Miller
Other key contacts: Gene Fahy, Vice President Group Sales; Michael F. Coady, Senior Vice President and Executive Editor

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. 49

Automotive

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

MARKET IS HEALTHY...

Total revenues up 11% on average, led by ad and subscription dollars. Eight of 12 books gain circulation as subscriptions are up, newsstand sales flat.

GENERAL EDITORIAL BOOKS DOMINATE...

Subscription circulation leader *Car & Driver* gets checkered flag in total and advertising revenues.

Total revenue runner-up *Road & Track* leads pack in subscription dollars.

Motor Trend, 3rd highest in total revenues, records best subscription dollar growth among 12 market books.

BUT MORE TARGETED MAGAZINES ARE ALSO KEY FACTORS...

Ad page leader *AutoWeek* achieves highest % rise in total revenues, thanks to ad dollar gains.

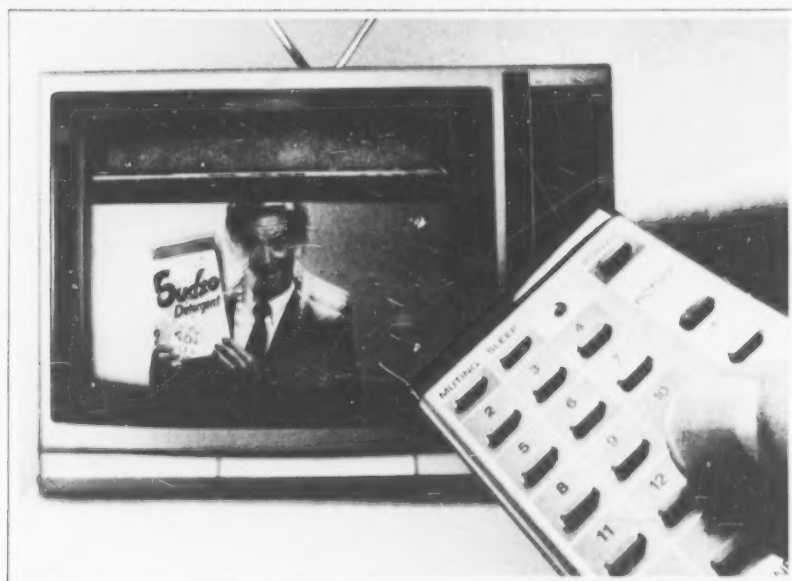
4 Wheel & Off-Road, 2nd in total revenue growth, enjoys market's top circulation growth.

Bike book *Easyriders* outsells all market members at the newsstand.

Popular Hot Rodding, *Car Craft* report double digit ad revenue growth.

Hot Rod retains market's largest total circulation.

SPOT REMOVER.



Zap! Your spot's gone. Remote control is making it easier than ever to remove those network commercials from your TV screen. A brand new study shows you clearly how network viewing has changed.

Eighteen percent of non-cable and 58% of cable homes are now equipped with remote control devices. And these homes are using their "zappers" to get rid of the spots before their eyes.

The new study, "Changing Channels,"* reveals some remarkable statistics. Only 61% of the adults in non-cable homes watching the network show your commercial is on actually see your commercial. And in the fast growing number of cable homes, 45%, almost one-half of your audience, miss your message.

Advertisers want to have control of their audience again. And a lot of them are switching to magazines to get it.

Magazine readership is stronger than ever. This new study proved that readership is stronger in cable homes than it is in non-cable homes.

And as cable penetration steadily grows to reach 50% of all homes in 1985, the network audience share will steadily decline.

Now that network erosion has been well documented, advertisers are advertising more in magazines. In 1983 they spent over one-half billion dollars more in magazines than they did in 1982.

Put your message in magazines. The chance of your audience missing it is very remote.

*"Changing Channels: A Study of Magazine Reading and Prime Time Network TV Viewing in Cable and Non-Cable Homes" appears in this issue of Folio: Ad Guide. Additional copies can be obtained by writing to the Magazine Publishers Association, attention Marianne Howatson—Senior Vice President, Marketing Development, 575 Lexington Avenue, New York, New York 10022.

MPA Magazine Publishers
Association

**MAGAZINES REACH PEOPLE YOU CAN'T GET
THROUGH ORDINARY CHANNELS.**

Automotive

Ad Pages

1 AutoWeek	1,501
2 Road & Track	1,208
3 Car and Driver	1,051
4 Car Craft	859
5 4 Wheel & Off-Road	806
6 Motor Trend	787
7 Cycle	684
8 Hot Rod	683
9 Cycle World	607
10 Easyriders	444
11 Popular Hot Rodding	433
12 Motorcyclist	416
Total	9,479

% Chg. Ad Pages

(1982/1983)	(%)
1 4 Wheel & Off-Road	31.5
2 Motor Trend	13.1
3 Car and Driver	8.0
4 Road & Track	7.1
5 Popular Hot Rodding	6.8
6 Hot Rod	1.6
7 Easyriders	0.0
8 Car Craft	-1.9
9 Cycle World	-8.7
10 AutoWeek	-9.1
11 Cycle	-19.7
12 Motorcyclist	-25.7

Net Chg. Ad Pages

(1982/1983)	
1 4 Wheel & Off-Road	193
2 Motor Trend	91
3 Road & Track	80
4 Car and Driver	78
5 Popular Hot Rodding	28
6 Hot Rod	11
7 Easyriders	ne
8 Car Craft	-17
9 Cycle World	-58
10 Motorcyclist	-144
11 AutoWeek	-150
12 Cycle	-168
Total	-56

Avg. Ad Pages/Copy

1 Road & Track	101
2 Car and Driver	88
3 Car Craft	72
4 4 Wheel & Off-Road	67
5 Motor Trend	66
6 Cycle	57
7 Hot Rod	57
8 Cycle World	51
9 Easyriders	37
10 Popular Hot Rodding	36
11 Motorcyclist	35
12 AutoWeek	29

Ad Revenue

(1982/1983)	(%)
1 Car and Driver	22,933
2 Road & Track	20,785
3 Motor Trend	16,132
4 Hot Rod	10,532
5 Cycle	9,627
6 Car Craft	6,246
7 Cycle World	5,415
8 AutoWeek	4,955
9 4 Wheel & Off-Road	3,009
10 Motorcyclist	2,759
11 Easyriders	1,826
12 Popular Hot Rodding	1,742
Total	105,961

% Chg. Ad Revenue

(1982/1983)	(%)
1 AutoWeek	56.3
2 4 Wheel & Off-Road	37.8
3 Road & Track	22.4
4 Motor Trend	21.5
5 Car and Driver	16.1
6 Popular Hot Rodding	15.4
7 Car Craft	12.8
8 Cycle World	5.3
9 Hot Rod	0.6
10 Easyriders	0.0
11 Cycle	-8.2
12 Motorcyclist	-11.4

Net Chg. Ad Revenue

(1982/1983)	(1982/1983)
1 Road & Track	3,809
2 Car and Driver	3,175
3 Motor Trend	2,849
4 AutoWeek	1,784
5 4 Wheel & Off-Road	825
6 Car Craft	710
7 Cycle World	271
8 Popular Hot Rodding	232
9 Hot Rod	59
10 Easyriders	ne
11 Motorcyclist	-356
12 Cycle	-863
Total	12,495

Avg. Edit. Pgs./Copy

1 Road & Track	88
2 Car and Driver	69
3 Motor Trend	67
4 Hot Rod	65
5 Cycle	63
6 Cycle World	58
7 4 Wheel & Off-Road	58
8 Car Craft	56
9 Motorcyclist	54
10 AutoWeek	21
11 Easyriders	ne
12 Popular Hot Rodding	ne

n/a = not applicable
ne = not estimated

The Lawyer on the Road Needs the New ABA Journal



It's the publication that gives lawyers timely, practical news they can use. Information that will help them do their jobs and run their offices better. Latest developments and trends—from Supreme Court decisions to the effect of new reproductive technologies on our legal system. All written in a lively and thought-provoking style and illustrated with contemporary graphics.

If you have an advertising message for lawyers, you should be using the **New ABA JOURNAL**. You may believe that lawyers are seeing your ads in other media. But the best way to reach lawyers is through their own magazine—edited and written in an interesting manner just for them. The average lawyer spends 1 1/4 hours reading every issue!

Reach Lawyers Directly through...

ABA Journal The Lawyer's Magazine

MacDonald Fianagan, Inc.
12 West 32nd Street
New York, N.Y. 10001

New York: (212) 868-6220
Chicago: (312) 337-7018
Los Angeles: (213) 245-1843

Automotive (continued)

Average Circulation

1 Hot Rod	800,280
2 Car and Driver	800,255
3 Motor Trend	770,052
4 Road & Track	727,933
5 Cycle	438,677
6 Easyriders	414,618
7 Car Craft	400,144
8 Cycle World	375,588
9 4 Wheel & Off-Road	263,982
10 Popular Hot Rodding	253,819
11 Motorcyclist	220,779
12 AutoWeek	129,037
Total	5,595,164

% Chg. Avg. Circ. (1982/1983)

1 4 Wheel & Off-Road	23.8
2 AutoWeek	11.4
3 Road & Track	11.3
4 Car and Driver	8.9
5 Motor Trend	3.5
6 Hot Rod	1.1
7 Cycle World	0.1
8 Motorcyclist	0.1
9 Car Craft	-0.1
10 Cycle	-1.1
11 Popular Hot Rodding	-4.4
12 Easyriders	-10.2

Net Chg. Avg. Circ. (1982/1983)

1 Road & Track	73,762
2 Car and Driver	65,610
3 4 Wheel & Off-Road	50,684
4 Motor Trend	25,757
5 AutoWeek	13,155
6 Hot Rod	8,639
7 Cycle World	331
8 Motorcyclist	166
9 Car Craft	-467
10 Cycle	-5,006
11 Popular Hot Rodding	-11,634
12 Easyriders	-46,862
Total	174,135

Avg. Newsstand Circ.

1 Easyriders	359,349
2 Hot Rod	307,495
3 Road & Track	263,771
4 Car and Driver	239,891
5 Motor Trend	227,200
6 Car Craft	209,336
7 Popular Hot Rodding	186,392
8 Cycle	133,997
9 4 Wheel & Off-Road	132,781
10 Cycle World	108,103
11 Motorcyclist	66,203
12 AutoWeek	2,190
Total	2,236,708

Total Revenue (ad rev. + circ. rev.) (\$000)

1 Car and Driver	32,995
2 Road & Track	31,931
3 Motor Trend	24,926
4 Hot Rod	20,777
5 Cycle	14,720
6 Car Craft	12,308
7 Easyriders	11,501
8 Cycle World	9,674
9 AutoWeek	7,725
10 4 Wheel & Off-Road	6,898
11 Popular Hot Rodding	6,331
12 Motorcyclist	5,043
Total	184,829

% Chg. Total Revenue (1982/1983)

1 AutoWeek	42.3
2 4 Wheel & Off-Road	37.5
3 Motor Trend	25.9
4 Road & Track	19.8
5 Car and Driver	18.6
6 Car Craft	8.9
7 Popular Hot Rodding	1.3
8 Cycle World	1.1
9 Hot Rod	-0.7
10 Cycle	-3.5
11 Easyriders	-9.1
12 Motorcyclist	-9.7

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Road & Track	188
2 Car and Driver	157
3 Motor Trend	132
4 Car Craft	128
5 4 Wheel & Off-Road	125
6 Hot Rod	122
7 Cycle	120
8 Cycle World	108
9 Motorcyclist	89
10 AutoWeek	50
11 Easyriders	ne
12 Popular Hot Rodding	ne

% Chg. News. Circ. (1982/1983)

1 4 Wheel & Off-Road	22.7
2 Car and Driver	14.2
3 AutoWeek	13.3
4 Road & Track	10.5
5 Motor Trend	8.7
6 Cycle	-3.4
7 Popular Hot Rodding	-4.8
8 Hot Rod	-5.0
9 Car Craft	-6.5
10 Cycle World	-12.3
11 Easyriders	-12.8
12 Motorcyclist	-15.7

n/a = not applicable
ne = not estimated

Magazine Profiles

AutoWeek

Crain Communications Inc.
965 E. Jefferson Avenue
Detroit, MI 48009
(313) 446-6000
Year founded: 1958
Published: Weekly

Publisher: Keith E. Crain
Other key contacts: M. Reid MacGuidwin, Director of Marketing; Timothy Hartge, Advertising Sales Manager

Editorial Description: AutoWeek is edited for the enthusiast involved with motoring. Editorial covers current news as well as driving impressions, features, vignettes and major motorsport events. There are columnists who touch on serious and humorous issues and a Forum that has been a soapbox for industry leaders, sanctioning body principals, government spokesmen, and enthusiasts with something they want to say.

Member: ABC
Primary SRDS Classification No. 3

Car and Driver

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 725-3755
Year founded: 1956
Published: 12x per year

Publisher: David E. Davis, Jr.
Advertising Director: Donald M. Hufford, Associate Publisher
Other key contacts: Melvin S. Berger, Marketing Director

Editorial Description: Car and Driver is edited for

automobile enthusiasts, owners and potential owners of a wide range of cars, trucks and automotive accessories. Each issue contains approximately three to four road tests evaluating new cars, plus a selection of features that range from light humor to serious analyses of the automobile's place in modern society. Regular departments include a "For Your Information" news section, personality column, section devoted to motor racing, book reviews and regular columns by individual authors. Approximately one third of the editorial content is devoted to product evaluation, one third to departments and columns and one third to general features.

Member: ABC
Primary SRDS Classification No. 3

Car Craft

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1953
Published: Monthly

Publisher: John Dianna
Advertising Director: Floyd Sembler, Vice President, National Advertising Director
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: James J. Rainsford, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: Car Craft is edited for the drag racing and high-performance automobile enthusiast. Regular features include performance tests of domestic cars, drag racing coverage, personality profiles, "how-to's" on auto maintenance and performance modifications, car features and examinations of new speed and safety equipment.

Member: ABC
Primary SRDS Classification No. 3

Cycle

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 725-7462
Year founded: 1952
Published: 12x per year

Publisher: P. Thomas Sargent
Other key contacts: Jack Kohr, Associate Publisher

Editorial Description: Cycle is edited to inform on the performance and the technical aspects of new motorcycles of various types and of other new products and accessories of interest to motorcyclists, on industry practices that affect the general consumer, on competition (both on- and off-road), and includes features of general interest to American motorcyclists.

Member: ABC
Primary SRDS Classification No. 31A

Cycle World

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 92663
(714) 720-5300
Year founded: 1962
Published: Monthly

Publisher: James A. Hansen
Advertising Director: James A. Frahm
Other key contacts: Dennis Murphy, Eastern Advertising Manager; Larry Little, Western Advertising Manager; Bill Reis, Western Advertising Manager

Editorial Description: Cycle World magazine is an editorial blend of information and entertainment about motorcycles and the various types

(continued)

Automotive (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1 Car and Driver	560,365	1 4 Wheel & Off-Road	24.8	1 Road & Track	48,681	1 Car and Driver	29,853
2 Motor Trend	542,852	2 Road & Track	11.7	2 Car and Driver	35,758	2 Road & Track	25,081
3 Hot Rod	492,785	3 Easyriders	11.5	3 4 Wheel & Off-Road	26,090	3 4 Wheel & Off-Road	24,594
4 Road & Track	464,162	4 AutoWeek	11.3	4 Hot Rod	24,789	4 Motor Trend	18,128
5 Cycle	304,380	5 Motorcyclist	9.2	5 Cycle World	15,550	5 AutoWeek	257
6 Cycle World	267,485	6 Car Craft	8.0	6 Car Craft	14,179	6 Cycle	-4,673
7 Car Craft	190,808	7 Car and Driver	6.8	7 AutoWeek	12,898	7 Popular Hot Rodding	-9,473
8 Motorcyclist	152,576	8 Cycle World	6.2	8 Motorcyclist	12,867	8 Motorcyclist	-12,702
9 4 Wheel & Off-Road	131,201	9 Hot Rod	5.3	9 Motor Trend	7,629	9 Car Craft	-14,645
10 AutoWeek	126,847	10 Motor Trend	1.4	10 Easyriders	5,687	10 Cycle World	-15,219
11 Popular Hot Rodding	67,427	11 Cycle	-0.1	11 Cycle	-334	11 Hot Rod	-16,150
12 Easyriders	55,269	12 Popular Hot Rodding	-3.1	12 Popular Hot Rodding	-2,161	12 Easyriders	-52,549
Total	3,356,457			Total	201,633	Total	-27,498

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983)	
			(%)				(%)
1 Road & Track	5,607	1 Motor Trend	45.9	1 Easyriders	8,624	1 4 Wheel & Off-Road	39.4
2 Car and Driver	5,140	2 4 Wheel & Off-Road	32.4	2 Hot Rod	6,457	2 Car and Driver	30.2
3 Motor Trend	4,023	3 Road & Track	23.6	3 Road & Track	5,539	3 Motor Trend	26.8
4 Hot Rod	3,788	4 AutoWeek	23.3	4 Car and Driver	4,923	4 Cycle	16.0
5 Cycle	2,681	5 Car and Driver	19.8	5 Motor Trend	4,771	5 AutoWeek	13.0
6 AutoWeek	2,628	6 Easyriders	11.3	6 Car Craft	4,187	6 Road & Track	7.9
7 Cycle World	2,313	7 Popular Hot Rodding	9.7	7 Popular Hot Rodding	3,959	7 Car Craft	3.8
8 Car Craft	1,875	8 Car Craft	8.1	8 4 Wheel & Off-Road	2,788	8 Hot Rod	2.3
9 4 Wheel & Off-Road	1,100	9 Cycle World	5.0	9 Cycle	2,412	9 Popular Hot Rodding	-4.8
10 Motorcyclist	1,056	10 Motorcyclist	4.5	10 Cycle World	1,946	10 Cycle World	-12.3
11 Easyriders	1,051	11 Cycle	-0.2	11 Motorcyclist	1,228	11 Easyriders	-12.8
12 Popular Hot Rodding	630	12 Hot Rod	-8.5	12 AutoWeek	142	12 Motorcyclist	-15.7
Total	31,892			Total	46,976		

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



of riding. Street, dirt, and dual-purpose machines are included in Cycle World's coverage. Each month Cycle World offers information on tests in the motorcycle field, which include aftermarket parts and accessories. Along with these technical articles is a mix of competition coverage, personality profiles, apparel features, travel articles, nostalgia, and humor, covering the world of motorcycling.

Member: ABC

Primary SRDS Classification No. 31A

Easyriders

Paisano Publications, Inc.
Box 52
Malibu, CA 90265
(213) 889-8740
Year founded: 1971
Published: Monthly
Advertising Director: Bob Kimzey
Other key contacts: Lizette Hotinger, Advertising Assistant

Editorial Description: Easyriders specializes in entertainment for the adult male custom motorcycle enthusiast. Concentrates on "entertainment" and not technical reports, road tests. Easyriders offers fiction, special interest articles, humor, girls, color layouts featuring exceptional bikes, and a variety of material.

Member: ABC

Primary SRDS Classification No. 31A

4 Wheel & Off-Road

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1977
Published: Monthly

Publisher: Michael Anson
Advertising Director: Floyd Sembler, Vice President

Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: James J. Rainsford, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: 4 Wheel & Off-Road is edited for the outdoor enthusiast who is interested in both two- and four-wheel drive recreational vehicles. On- and off-road evaluations of new vehicles, including trail motorcycles, are regularly featured, as are detailed technical how-to's for the do-it-yourselfer. Each issue also contains travel stories designed to show the enthusiast new places to visit with his vehicle. Major off-road racing events are covered, new products are explained, and driving and buying tips are established features.

Member: ABC

Primary SRDS Classification No. 3

Hot Rod

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Published: Monthly

Publisher: Harry Hibler
Advertising Director: Floyd Sembler, Vice President

Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: James J. Rainsford, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: Hot Rod Magazine is written for men with interest in automotive machinery. Primary editorial concerns modifications they can perform to improve the performance and appearance of their own vehicles. Editorial includes pictorial features on the Street Rod and

Street Machine world, rod tips, technical reports, high performance product reports, engine articles, testing of new domestic and import cars, and "Project Car" series. Covers drag racing, including event coverage and tech exams of winning cars.

Member: ABC

Primary SRDS Classification No. 3

Motor Trend

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1949
Published: Monthly

Publisher: Brian Van Mols
Advertising Director: Floyd Sembler, Vice President

Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: James J. Rainsford, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: Motor Trend is a general interest automotive magazine, featuring domestic, import, and exotic car road tests; antique and classic car features; racing reports; reviews of racing cars; news from inside the auto industry; reports on air pollution control and safety; fuel economy tips; do-it-yourself auto repair advice; super-tuning for better performance; consumer buyer's guides of auto equipment and accessories; off-road and recreational vehicles; new car styling and engineering details; and driving impressions of new cars before they go on sale.

Member: ABC

Primary SRDS Classification No. 3

(continued on page 241)

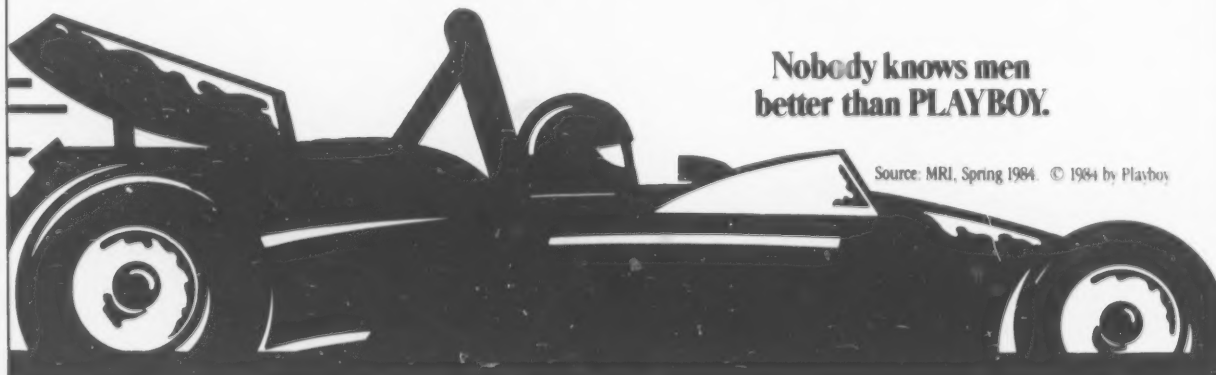
PLAYBOY:

At Full Speed.

PLAYBOY is the number-one men's magazine when it comes to imported cars. In the past year, our men bought more imports than men who read Sports Illustrated, Road & Track or Popular Mechanics. PLAYBOY signals the right direction.

Nobody knows men better than PLAYBOY.

Source: MRI, Spring 1984. © 1984 by Playboy



MARKET NEWSLINE • MARKET NEWSLINE • MARKET

TALK ABOUT A HEALTHY MARKET...

All 4 market members gain in every measurement vs. 1982 except at newsstand.

Average total revenue growth is 20.9% per book. Ad revenues average +29.3%; circulation dollars average +16.5%.

Primary readership rises with 13.9% average circulation growth, thanks to 19.1% bump in subscriptions.

AND SOME FIT INDIVIDUALS...

Approaching its 40th anniversary in 1985, *Ebony* tops 1.6 million in circulation with market leading growth vs. '82. Bulwark book is also leader in ad pages and dollars, subscription and newsstand circs. And it's growing.

Another Johnson family member, *Jet*, leads charge in ad page, ad revenue growth. Also out front in subscription circ and revenue growths.

Black Enterprise's 2nd best total revenue growth result of strong gains in ad pages and newsstand revenues.

Essence fashionable among advertisers, ranking 2nd in market ad revenues.

ASK YOUR AGENCY WHY YOU'RE NOT IN EBONY.

EBONY reaches the \$163 billion Black Consumer Market.*

EBONY is mass media.

It reaches 46% of all black adults in America. More than 9 million readers.

EBONY, with one ad, reaches more black adults than any primetime television program including "Dallas."

EBONY reaches them at about 1/3 the cost of one :30 television exposure on "Dallas."

EBONY'S advertising message runs continuously, for the entire month, not for just 30 seconds. That means you can run 3 **EBONY** ads for the price of that single :30 commercial on "Dallas."

Finally: research studies prove this intuitive truth. That blacks respond best to advertising in their own elite environment.

That's **EBONY**...



EBONY Nothing Sells The Black Market Better.

For More Information please call: Jeff Burns, Vice President, **EBONY** at (212) 586-2911

* Bureau of Labor Statistics

Black

Ad Pages	% Chg. Ad Pages (1982/1983)	Net Chg. Ad Pages (1982/1983)	Avg. Ad Pages/Copy
1 Ebony 1,051	1 Jet 21.5	1 Jet 180	1 Ebony 88
2 Jet 1,013	2 Black Enterprise 15.2	2 Black Enterprise 95	2 Essence 81
3 Essence 969	3 Ebony 7.3	3 Ebony 72	3 Black Enterprise 60
4 Black Enterprise 720	4 Essence 4.0	4 Essence 37	4 Jet 19
Total 3,753		Total 384	
Ad Revenue (\$000)	% Chg. Ad Revenue (1982/1983)	Net Chg. Ad Revenue (1982/1983)	Avg. Edit. Pgs./Copy
1 Ebony 29,048	1 Jet 49.4	1 Ebony 6,677	1 Essence 70
2 Essence 12,321	2 Ebony 29.8	2 Jet 2,975	2 Ebony 67
3 Jet 9,000	3 Essence 21.7	3 Essence 2,200	3 Black Enterprise 60
4 Black Enterprise 7,398	4 Black Enterprise 16.4	4 Black Enterprise 1,040	4 Jet ne
Total 57,767		Total 12,892	
Average Circulation	% Chg. Avg. Circ. (1982/1983)	Net Chg. Avg. Circ. (1982/1983)	Avg. Newsstand Circ.
1 Ebony 1,627,184	1 Ebony 28.9	1 Ebony 364,523	1 Ebony 242,995
2 Jet 853,959	2 Jet 17.4	2 Jet 126,753	2 Essence 221,682
3 Essence 700,237	3 Essence 7.7	3 Essence 50,012	3 Jet 194,305
4 Black Enterprise 243,175	4 Black Enterprise 1.6	4 Black Enterprise 3,733	4 Black Enterprise 10,612
Total 3,424,555		Total 545,021	Total 669,594
Total Revenue (ad rev. + circ. rev.) (\$000)	% Chg. Total Revenue (1982/1983)	Avg. Total Pgs./Copy (ad pages + edit. pages)	% Chg. News. Circ. (1982/1983)
1 Ebony 50,761	1 Ebony 28.9	1 Ebony 154	1 Ebony 12.3
2 Jet 42,920	2 Black Enterprise 19.5	2 Essence 151	2 Essence 4.5
3 Essence 20,070	3 Jet 17.9	3 Black Enterprise 120	3 Black Enterprise -2.4
4 Black Enterprise 9,781	4 Essence 17.3	4 Jet ne	4 Jet -16.3
Total 123,532			

n/a = not applicable
ne = not estimated

Magazine Profiles

Black Enterprise

Earl G. Graves Publishing Co.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Publisher: Earl G. Graves
Advertising Director: Alfred L. Morris
Other key contacts: Waynett A. Sobers, Jr., Executive Vice President; Larry Hovell, National Advertising Manager

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities

and lifestyle and leisure activities.

Member: ABC, MPA

Primary SRDS Classification No. 8

Ebony

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: 12x per year

Publisher: John H. Johnson
Advertising Director: Dennis H. Boston, Vice President
Other key contacts: Lincoln T. Hudson, Senior Vice President; Jerry Johnson, Senior Vice President; Sandy Sims, Vice President; Vernon Wright, Vice President

Editorial Description: Ebony is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Photo-Editorial," "Sounds"

(record review), "Ebony Book Shelf," and "Date With a Dish" (culinary art). The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC

Primary SRDS Classification No. 22

Essence

Essence Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Publisher: Ed Lewis
Advertising Director: Clarence O. Smith, President

Editorial Description: Essence is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers. Essence's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money man-

Black (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1 Ebony	1,384,190	1 Jet	33.2	1 Ebony	337,941	1 Ebony	26,582
2 Jet	659,654	2 Ebony	32.3	2 Jet	164,598	2 Essence	9,583
3 Essence	478,555	3 Essence	9.2	3 Essence	40,429	3 Black Enterprise	-260
4 Black Enterprise	232,564	4 Black Enterprise	1.7	4 Black Enterprise	3,993	4 Jet	-37,845
Total	2,754,963			Total	546,961	Total	-1,940

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983)	
			(%)				(%)
1 Jet	21,289	1 Jet	39.1	1 Jet	12,630	1 Ebony	12.3
2 Ebony	16,610	2 Black Enterprise	33.4	2 Ebony	5,103	2 Black Enterprise	9.2
3 Essence	4,424	3 Ebony	33.2	3 Essence	3,325	3 Essence	4.5
4 Black Enterprise	2,161	4 Essence	16.2	4 Black Enterprise	223	4 Jet	-16.3
Total	44,484			Total	21,281		

agement; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction, and profiles of achievers and celebrities.

Member: ABC

Primary SRDS Classification No. 49

Jet

Johnsca Publishing Co., Inc.

820 S. Michigan Avenue

Chicago, IL 60605

(312) 322-9200

Published: Weekly

Publisher: John H. Johnson

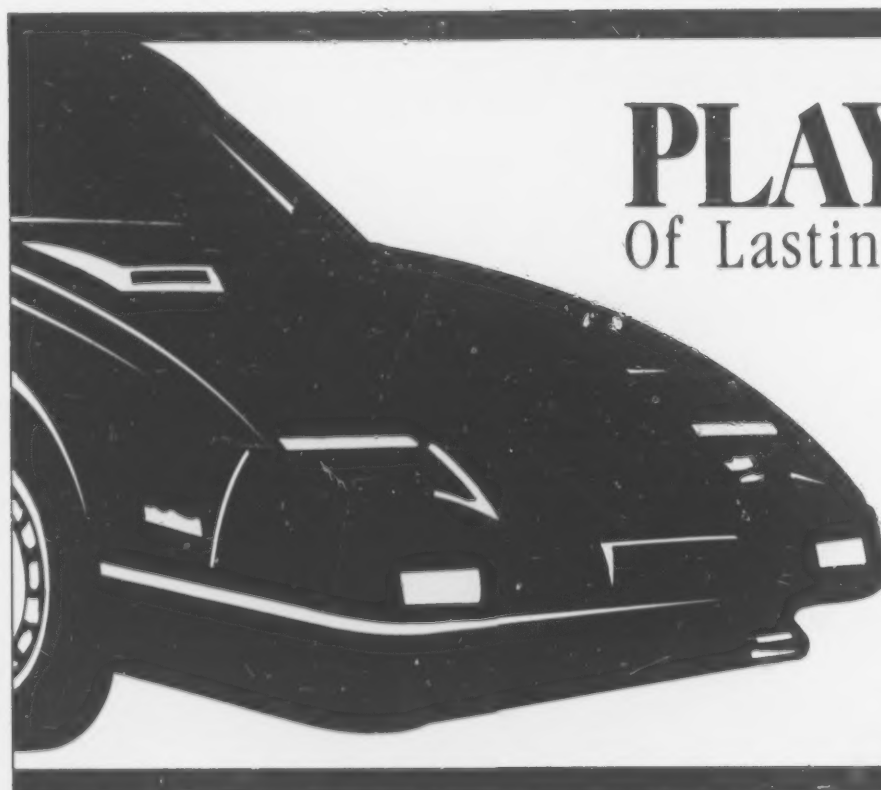
Other key contacts: Sandy Sims, Vice President Advertising

Editorial Description: Jet is a national news and

general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC

Primary SRDS Classification No. 36A



PLAYBOY: Of Lasting Imports.

PLAYBOY men purchased more than 1 million imported cars last year — an average of 86,000 per month. Our readers are on the right track with PLAYBOY.

Nobody TOPS HIM
better than 'LA' BOY.

Source: MRI, Spring 1984.
© 1984 by Playboy

MARRIAGE IS IN...

Two-book Bridal market averages 17.5% hike in total revenues. Results primarily from double digit ad revenue growth.

Circulation essentially even with year ago. 90% is at newsstand, though 10% subscription segment is up 6.5% on the average.

Both market magazines in top 15% in average newsstand circulation.

BUT IN THIS MARKET, BOOKS ARE EITHER BRIDE OR BRIDESMAID...

Bride's enjoys slight lead over *Modern Bride* in most measurements including growth, though the two are quite close.

Modern Bride's newsstand growth vs. 1982 exceeds its competitor's.

See magazine profiles in this section for brief editorial descriptions and listings of key publishing personnel.

Ad Pages	
1 Bride's	1,841
2 Modern Bride	1,540
Total	3,381

% Chg. Ad Pages (1982/1983)	
1 Bride's	10.4
2 Modern Bride	7.3

Net Chg. Ad Pages (1982/1983)	
1 Bride's	174
2 Modern Bride	105
Total	279

Avg. Ad Pages/Copy	
1 Bride's	307
2 Modern Bride	257

Ad Revenue (\$000)	
1 Bride's	19,429
2 Modern Bride	16,132
Total	35,561

% Chg. Ad Revenue (1982/1983)	
1 Bride's	17.9
2 Modern Bride	16.4

Net Chg. Ad Revenue (1982/1983)	
1 Bride's	2,943
2 Modern Bride	2,268
Total	5,211

Avg. Edit. Pgs./Copy	
1 Bride's	154
2 Modern Bride	131

Average Circulation	
1 Bride's	361,220
2 Modern Bride	331,880
Total	693,100

% Chg. Avg. Circ. (1982/1983)	
1 Modern Bride	-1.0
2 Bride's	-2.4

Net Chg. Avg. Circ. (1982/1983)	
1 Modern Bride	-3,380
2 Bride's	-8,980
Total	-12,360

Avg. Newsstand Circ.	
1 Bride's	321,474
2 Modern Bride	299,054
Total	620,528

Total Revenue (ad rev. + circ. rev.) (\$000)	
1 Bride's	25,908
2 Modern Bride	22,119
Total	48,027

% Chg. Total Revenue (1982/1983)	
1 Bride's	18.5
2 Modern Bride	16.5

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Bride's	461
2 Modern Bride	388

% Chg. News. Circ. (1982/1983)	
1 Modern Bride	1.0
2 Bride's	-5.3

Avg. Subscrip. Circ.	
1 Bride's	39,746
2 Modern Bride	32,826
Total	72,572

% Chg. Sub. Circ. (1982/1983)	
1 Bride's	29.3
2 Modern Bride	-16.2

Net Chg. Sub. Circ. (1982/1983)	
1 Bride's	9,017
2 Modern Bride	-6,324
Total	2,693

Net Chg. Newst. Circ. (1982/1983)	
1 Modern Bride	2,944
2 Bride's	-17,996
Total	-15,052

Subscription Revenue (\$000)	
1 Bride's	364
2 Modern Bride	304
Total	668

% Chg. Sub. Revenue (1982/1983)	
1 Bride's	29.4
2 Modern Bride	0.8

Newsstand Revenue (\$000)	
1 Bride's	6,114
2 Modern Bride	5,682
Total	11,796

% Chg. Newst. Rev. (1982/1983)	
1 Bride's	20.1
2 Modern Bride	17.9

Magazine Profiles

Bride's

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8500
Year founded: 1934
Published: 6x per year

Publisher: G. Thomas Grenier
Advertising Director: Edward J. Abramson
Other key contacts: Warren Thomas Wade, Business Manager; Barbara M. Raskin, Director of Marketing & Creative Services

Editorial Description: Bride's is a service magazine for the bride-to-be. It provides information and guidance in planning her wedding, honeymoon and new home. Every issue covers wedding fashions (for the bride, women and men attendants and the mothers-of-the-wedding); trousseaux (lingerie, clothes for her and for him); home furnishings (tabletop, linens, furniture, appliances, accessories, housewares, floor coverings, etc.); travel (honeymoons in the United States, Canada, Mexico, nearby islands and Europe). Regular features include etiquette, wedding gifts, beauty, health, food and drink, sociological ar-

ticles and shopping information.

Member: ABC

Primary SRDS Classification No. 7

Modern Bride

Ziff-Davis Publishing Co.
One Park Avenue
New York, NY 10016
(212) 725-3700
Year founded: 1949
Published: 6x per year

Publisher: George E. Morrissey
Advertising Director: Howard Friedberg
Other key contacts: Jacqueline M. Bondy, Associate Publisher

Editorial Description: Modern Bride is designed as the bride-to-be's guide to planning her wedding, honeymoon, and first home or apartment. Issues cover: (1) bridal fashion (including attendants and mother-of-the-bride), travel trousseau and lingerie; (2) home furnishings (tableware, furniture, linens, appliances, housewares, floor coverings, accessories, etc.); (3) honeymoon travel (covering the United States, Canada, Mexico and nearby islands). Additional regular features in-

clude personal and beauty care, wedding gifts, etiquette, marital relations, shopping information.

Member: ABC

Primary SRDS Classification No. 7

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

THE BIG BOYS ARE STILL BIG...

'Big Three' — *Business Week*, *Fortune*, and *Forbes* — dominate 16-book market with 74% of total revenues and 79% of ad revenues.

BUT HERE COME THE ENTREPRENEURS...

Inc. leading monthly in total revenues and ad revenues. Also tops market in circulation growth, subscription and newsstand dollar growth.

With market's best ad page and ad revenue jumps, *Venture* leads in total revenue growth vs. '82.

Success, last year's Folio:400th publication, records market's best newsstand circulation growth, 2nd highest ad revenue growth. Moves up to 380 in The 400.

AND SOME TOUGH MARKET NEWCOMERS...

Savvy posts 3rd highest total revenue growth, owing to strong ad and subscription activity.

Frequent Flyer's ad pages, ad revenues soar 2nd and 3rd highest among market books versus '82. Book lands 3rd in total circulation growth.

Financial World cashes in with market's 3rd best subscription revenue bump.

OTHER FINISHES TO NOTE...

Black Enterprise turns in 2nd highest boost in subscription revenues.

High Technology's newsstand circulation tops all market books.

IT'S A LONG WAY FROM WALL STREET TO MAIN STREET



Yes—It's a long way from Wall Street to Main Street and national business publications—written for the establishment—don't always speak to the heartland of America.

The National Business Network covers America from Border to Border, Coast to Coast—from Alaska and Hawaii to the Caribbean—through more than 60 of America's leading business publications.

With a circulation in excess of 1,300,000 the National Business Network is a new medium that targets precisely on the businessman—in a no-waste, no-nonsense editorial atmosphere

which produces results. In this editorial environment—locally tailored—

the business executive reads about his associates, vendors, competitors,

customers—and the business community of which he is a key part. He reads his regional or local business publication for an average of 90 minutes because he is involved, concerned and at home with a trusted publication. This editorial relevance provides a unique direct link between the advertiser and buyer.

That's precise advertising impact.

Wherever business decisions are made, The National Business Network is there.

The National Business Network OF REGIONAL BUSINESS PUBLICATIONS

274 Madison Avenue,
New York, NY 10016
(212) 889-1050

6420 Wilshire Blvd., Suite 711,
Los Angeles, CA 90048
(213) 658-8605

Business & Financial

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Business Week	4,644	1 Venture	69.3	1 Fortune	563	1 Forbes	126
2 Forbes	3,402	2 Frequent Flyer	39.5	2 Forbes	456	2 Fortune	126
3 Fortune	3,289	3 Inc.	28.6	3 Venture	327	3 Inc.	112
4 Crain's Chicago Bus.	1,521	4 High Technology	27.6	4 Business Week	318	4 Business Week	91
5 Inc.	1,345	5 Fortune	20.6	5 Inc.	299	5 Venture	67
6 Industry Week	1,248	6 Crain's Chicago Bus.	16.0	6 Crain's Chicago Business	210	6 Dun's Business Month	66
7 The Economist	855	7 Forbes	15.5	7 Frequent Flyer	139	7 Harvard Business Review	65
8 Venture	799	8 Black Enterprise	15.2	8 Black Enterprise	95	8 Black Enterprise	60
9 Dun's Busi. Month	795	9 Success	14.7	9 High Technology	76	9 Industry Week	50
10 Black Enterprise	720	10 Harvard Bus. Review	13.6	10 Success	53	10 Savvy	43
11 Savvy	511	11 Savvy	9.3	11 Harvard Business Review	47	11 Frequent Flyer	41
12 Frequent Flyer	491	12 Business Week	7.3	12 Savvy	44	12 Success	34
13 Financial World	460	13 The Economist	ne	13 The Economist	ne	13 Crain's Chicago Business	29
14 Success	413	14 Industry Week	-1.7	14 Dun's Business Month	-22	14 High Technology	29
15 Harvard Bus. Review	391	15 Dun's Bus. Month	-2.7	15 Industry Week	-22	15 Financial World	20
16 High Technology	352	16 Financial World	-13.7	16 Financial World	-73	16 The Economist	17
Total	21,236			Total	2,510		

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 Business Week	156,499	1 Venture	110.4	1 Fortune	25,266	1 Harvard Business Review	149
2 Fortune	101,416	2 Success	66.1	2 Business Week	22,552	2 Forbes	100
3 Forbes	84,502	3 Frequent Flyer	54.2	3 Forbes	20,330	3 Inc.	75
4 Inc.	25,321	4 High Technology	53.4	4 Inc.	8,392	4 The Economist	67
5 Industry Week	14,343	5 Savvy	49.9	5 Venture	3,695	5 Business Week	66
6 Dun's Bus. Month	9,692	6 Inc.	49.6	6 Crain's Chicago Business	1,561	6 Frequent Flyer	66
7 Black Enterprise	7,398	7 Fortune	33.2	7 Savvy	1,233	7 Savvy	61
8 Venture	7,040	8 Crain's Chicago Bus.	31.8	8 Frequent Flyer	1,164	8 Black Enterprise	60
9 Crain's Chicago Bus.	6,466	9 Forbes	31.7	9 High Technology	1,104	9 Financial World	60
10 The Economist	4,877	10 Business Week	16.8	10 Black Enterprise	1,040	10 Dun's Business Month	55
11 Savvy	3,702	11 Black Enterprise	16.4	11 Success	696	11 High Technology	55
12 Frequent Flyer	3,312	12 Harvard Bus. Review	12.6	12 Dun's Business Month	609	12 Venture	54
13 High Technology	3,170	13 Dun's Bus. Month	6.7	13 Industry Week	545	13 Industry Week	43
14 Harvard Bus. Review	2,644	14 Industry Week	3.9	14 Harvard Business Review	296	14 Success	43
15 Financial World	1,966	15 The Economist	ne	15 The Economist	ne	15 Crain's Chicago Business	23
16 Success	1,750	16 Financial World	-14.5	16 Financial World	-334	16 Fortune	ne
Total	434,098			Total	88,149		

Figures are FOUO estimates for the calendar year 1983.
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n/a = not applicable
ne = not estimated

Moving up the charts, black professionals have become a major influence in business management. They make decisions about buying everything from acquisitions to office equipment.

THE INFORMATION SERVICE FOR BLACK DECISION-MAKERS.

BLACK ENTERPRISE

130 FIFTH AVENUE, NEW YORK, NY 10011 (212) 242-8000



CHICAGO BUSINESS CAPTURED!

Who provides advertisers with Chicago's most captive business audience? New research leaves no question.

It's not a national business publication. It's not a local magazine. It's not a daily newspaper.

It's *Crain's Chicago Business*. Pure and simple.

Why? Because the people reading *Crain's* are the people you want reading your message. And the only people you should have to pay for. Upper and middle management.

So while the daily newspapers, for instance, provide you an audience

including everyone from steel workers to school teachers, *Crain's* provides you the most efficient way to reach Chicago's business leaders.

For a complete media kit that includes this enlightening new research information, just call 1-312-649-5370 and ask for Gloria Scoby, Advertising Director.

Find out about the leaders *Crain's* has captured for you. Leaders we're not about to let go.

*Subscriber Study Highlights**

Presidents, Board Chairmen, CEOs, Owners, Partners, VPs, GMs, Financial Officers, Directors	60.2%
Executives, Dept. Directors and Managers, Administrators, Professional and Technical	34.3%
TOTAL MANAGEMENT:	94.5%
Average Household Income	\$109,500
Average Personal Net Worth	\$708,000

*"Subscribers to *Crain's Chicago Business*,"
Erdos & Morgan, 1984

Crain's Chicago Business
We've captured the leaders.

Business & Financial (continued)

Average Circulation	
1 Business Week	852,821
2 Forbes	719,439
3 Fortune	696,337
4 Inc.	425,855
5 High Technology	341,164
6 Frequent Flyer	321,966
7 Industry Week	300,577
8 Savvy	295,552
9 Dun's Bus. Month	284,503
10 Venture	255,746
11 Success	251,683
12 Black Enterprise	243,175
13 Harvard Bus. Review	233,401
14 Financial World	103,739
15 The Economist	97,087
16 Crain's Chicago Bus.	45,000
Total	5,468,045

% Chg. Avg. Circ. (1982/1983)		(%)
1 Inc.	39.7	
2 Venture	27.4	
3 Frequent Flyer	23.8	
4 Savvy	15.1	
5 Success	11.5	
6 Fortune	2.8	
7 Crain's Chicago Bus.	1.7	
8 Black Enterprise	1.6	
9 Forbes	1.2	
10 Financial World	0.9	
11 Dun's Bus. Month	0.3	
12 Business Week	0.2	
13 The Economist	ne	
14 Harvard Bus. Review	0.0	
15 Industry Week	0.1	
16 High Technology	-0.4	

Net Chg. Avg. Circ. (1982/1983)	
1 Inc.	121,047
2 Frequent Flyer	61,988
3 Venture	55,005
4 Savvy	38,738
5 Success	25,942
6 Fortune	19,062
7 Forbes	8,523
8 Black Enterprise	3,733
9 Business Week	2,057
10 Financial World	970
11 Crain's Chicago Business	773
12 Dun's Business Month	761
13 The Economist	ne
14 Industry Week	-87
15 Harvard Business Review	-103
16 High Technology	-1,245
Total	337,164

Avg. Newsstand Circ.	
1 High Technology	37,071
2 Forbes	34,028
3 Business Week	32,552
4 Success	31,172
5 Fortune	30,390
6 Inc.	28,522
7 Venture	25,346
8 Savvy	13,366
9 Black Enterprise	10,612
10 The Economist	7,688
11 Financial World	6,705
12 Harvard Bus. Review	3,785
13 Crain's Chicago Bus.	2,842
14 Dun's Bus. Month	0
15 Frequent Flyer	0
16 Industry Week	0
Total	264,079

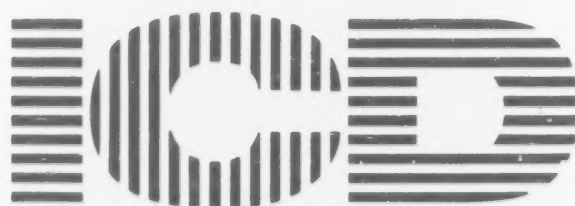
Total Revenue (ad rev. + circ. rev.) (\$000)	
1 Business Week	185,685
2 Fortune	125,862
3 Forbes	110,233
4 Inc.	33,682
5 Frequent Flyer	15,225
6 Industry Week	14,343
7 The Economist	11,417
8 Dun's Bus. Month	9,929
9 Venture	9,854
10 Black Enterprise	9,781
11 Harvard Bus. Review	9,646
12 High Technology	8,858
13 Crain's Chicago Bus.	7,644
14 Savvy	7,021
15 Financial World	4,834
16 Success	4,573
Total	568,587

% Chg. Total Revenue (1982/1983)		(%)
1 Venture	67.4	
2 Inc.	58.5	
3 Savvy	32.4	
4 High Technology	29.6	
5 Frequent Flyer	29.4	
6 Fortune	28.6	
7 Crain's Chicago Bus.	28.0	
8 Forbes	26.9	
9 Success	26.3	
10 Black Enterprise	19.5	
11 Business Week	14.9	
12 Harvard Bus. Review	11.4	
13 Dun's Bus. Month	6.6	
14 Financial World	4.9	
15 Industry Week	3.9	
16 The Economist	ne	

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Forbes	226
2 Harvard Business Review	214
3 Inc.	187
4 Business Week	157
5 Dun's Business Month	121
6 Venture	121
7 Black Enterprise	120
8 Frequent Flyer	107
9 Savvy	104
10 Industry Week	93
11 The Economist	84
12 High Technology	84
13 Financial World	80
14 Success	77
15 Crain's Chicago Business	52
16 Fortune	ne

% Chg. News. Circ. (1982/1983)		(%)
1 Success	61.3	
2 Inc.	30.6	
3 Forbes	19.9	
4 Harvard Business Review	18.9	
5 Financial World	11.9	
6 Venture	11.4	
7 Fortune	7.3	
8 Business Week	4.1	
9 Crain's Chicago Business	3.2	
10 Dun's Business Month	n/a	
11 The Economist	ne	
12 Frequent Flyer	n/a	
13 Industry Week	n/a	
14 Black Enterprise	-2.4	
15 High Technology	-17.3	
16 Savvy	-19.7	

n/a = not applicable
ne = not estimated



YOUR PARTNER IN PROFIT

ICD/THE HEARST CORPORATION, 250 WEST 55TH STREET, NEW YORK, NY 10019 (212)262-5700

Business & Financial (continued)

Avg. Subscrip. Circ.

1 Business Week	820,269
2 Forbes	685,412
3 Fortune	665,948
4 Inc.	397,333
5 Frequent Flyer	321,966
6 Savvy	282,186
7 High Technology	277,074
8 Black Enterprise	232,564
9 Venture	230,400
10 Harvard Bus. Review	229,616
11 Success	220,511
12 Financial World	97,035
13 The Economist	89,399
14 Crain's Chicago Bus.	34,011
15 Dun's Bus. Month	8,796
16 Industry Week	0
Total	4,592,520

% Chg. Sub. Circ. (1982/1983)

1 Inc.	40.4
2 Venture	29.4
3 Frequent Flyer	23.8
4 Savvy	17.5
5 High Technology	8.1
6 Success	6.8
7 Crain's Chicago Bus.	6.4
8 Fortune	2.6
9 Black Enterprise	1.7
10 Forbes	0.4
11 Financial World	0.3
12 Business Week	0.1
13 The Economist	ne
14 Industry Week	n/a
15 Harvard Bus. Review	-0.3
16 Dun's Business Month	-5.3

Net Chg. Sub. Circ. (1982/1983)

1 Inc.	114,368
2 Frequent Flyer	61,988
3 Venture	52,409
4 Savvy	42,015
5 High Technology	20,723
6 Fortune	17,006
7 Success	14,090
8 Black Enterprise	3,993
9 Forbes	2,871
10 Crain's Chicago Business	2,043
11 Business Week	786
12 Financial World	258
13 The Economist	ne
14 Industry Week	n/a
15 Dun's Business Month	-494
16 Harvard Business Review	-705
Total	331,351

Net Chg. Newst. Circ. (1982/1983)

1 Success	11,851
2 Inc.	6,679
3 Forbes	5,652
4 Venture	2,596
5 Fortune	2,057
6 Business Week	1,271
7 Financial World	713
8 Harvard Business Review	602
9 Crain's Chicago Business	88
10 Dun's Business Month	n/a
11 The Economist	ne
12 Frequent Flyer	n/a
13 Industry Week	n/a
14 Black Enterprise	-260
15 Savvy	-3,277
16 High Technology	-7,730
Total	20,242

Subscription Revenue (\$000)

1 Business Week	25,833
2 Forbes	22,975
3 Fortune	22,076
4 Frequent Flyer	11,913
5 Inc.	7,491
6 Harvard Bus. Review	6,888
7 The Economist	5,560
8 High Technology	4,799
9 Savvy	2,999
10 Financial World	2,598
11 Success	2,262
12 Venture	2,206
13 Black Enterprise	2,161
14 Crain's Chicago Bus.	1,064
15 Dun's Bus. Month	237
16 Industry Week	0
Total	121,062

% Chg. Sub. Revenue (1982/1983)

1 Inc.	97.0
2 Black Enterprise	33.4
3 Financial World	25.8
4 Frequent Flyer	23.8
5 Savvy	20.7
6 High Technology	13.5
7 Fortune	12.4
8 Crain's Chicago Business	11.0
9 Harvard Business Review	10.8
10 Forbes	10.6
11 Venture	6.8
12 Business Week	6.0
13 Dun's Business Month	2.4
14 Success	1.9
15 The Economist	ne
16 Industry Week	n/a

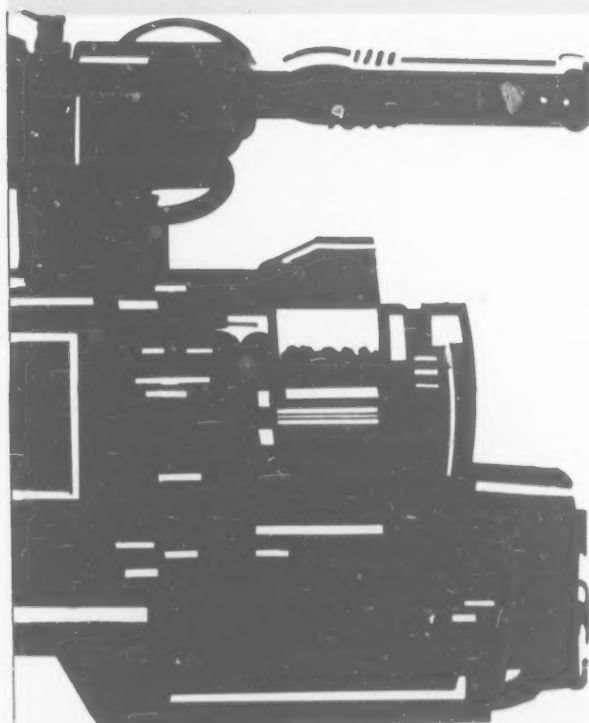
Newsstand Revenue (\$000)

1 Business Week	3,353
2 Forbes	2,756
3 Fortune	2,370
4 The Economist	980
5 High Technology	890
6 Inc.	869
7 Venture	608
8 Success	561
9 Savvy	321
10 Financial World	270
11 Black Enterprise	223
12 Crain's Chicago Business	114
13 Harvard Business Review	114
14 Dun's Business Month	0
15 Frequent Flyer	0
16 Industry Week	0
Total	13,429

% Chg. Newst. Rev. (1982/1983)

1 Inc.	65.9
2 High Technology	65.4
3 Success	61.2
4 Forbes	44.6
5 Venture	27.3
6 Harvard Business Review	19.5
7 Financial World	16.8
8 Fortune	15.3
9 Black Enterprise	9.2
10 Crain's Chicago Business	6.5
11 Business Week	4.0
12 Dun's Business Month	n/a
13 The Economist	ne
14 Frequent Flyer	n/a
15 Industry Week	n/a
16 Savvy	-8.3

n/a = not applicable
ne = not estimated



PLAYBOY:

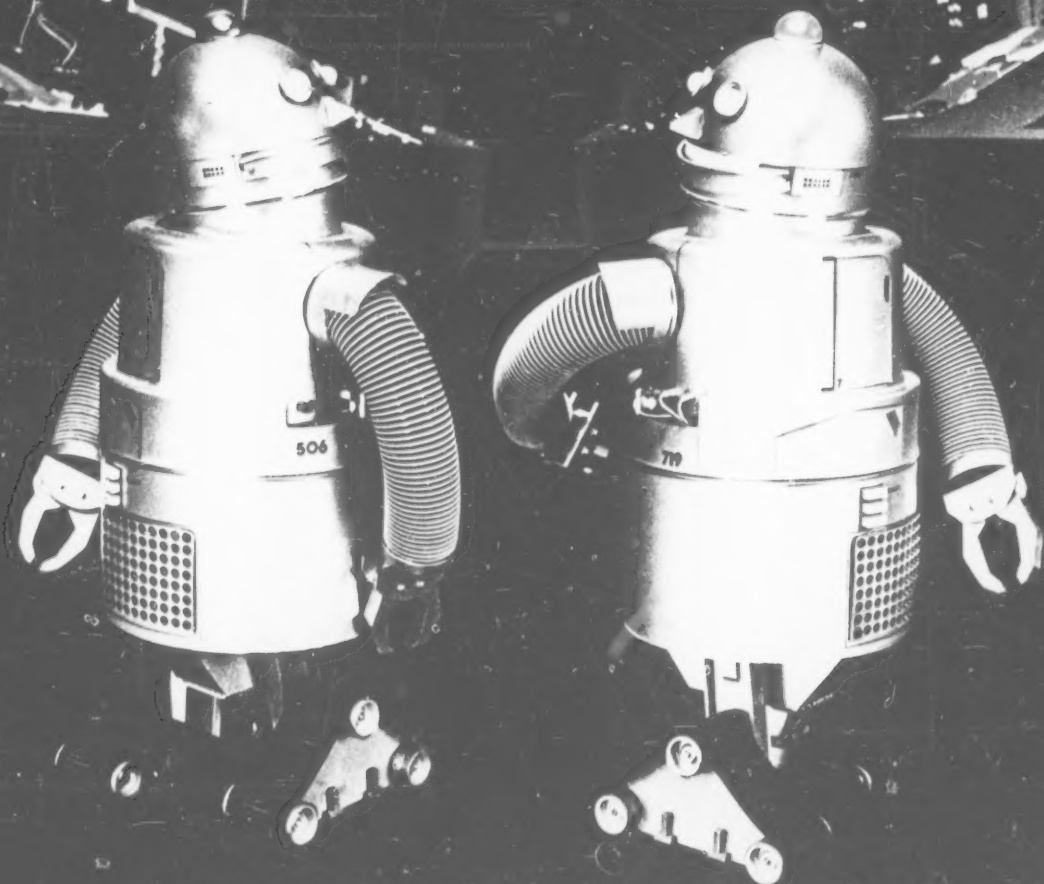
Quality Components.

More PLAYBOY men purchased VCRs in the past year than the men who read Time, Sports Illustrated, Newsweek, People or Gentlemen's Quarterly.

Nobody knows men better than PLAYBOY.

Source: MRI, Spring 1984. © 1984 by Playboy

"Of course I'm sure, I read it in Business Week."



The robotic revolution. It's not just coming. It's here. And those in the ranks of labor aren't the only ones worried about the future.

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BusinessWeek
THE VOICE OF AUTHORITY

Magazine Profiles

Black Enterprise

Earl G. Graves Publishing Co.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Publisher: Earl G. Graves
Advertising Director: Alfred L. Morris
Other key contacts: Waynett A. Sobers, Jr., Executive Vice President; Larry Hovell, National Advertising Manager

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Member: ABC, MPA

Primary SRDS Classification No. 8

Business Week

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Published: Weekly

Publisher: James R. Pierce
Advertising Director: Richard C. Thompson
Other key contacts: A.C. Lynch, Business Director

Editorial Description: Business Week is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Govern-

ment, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. 8

Crain's Chicago Business

Crain Communications Inc.
740 N. Rush
Chicago, IL 60611
(312) 649-5200
Year founded: 1978 (Publication)
Published: Weekly

Publisher: Joe Cappel
Advertising Director: Gloria Scoby, Associate Publisher
Other key contacts: Patricia Venuti, Advertising Manager; Robert Felsenthal, Marketing Director

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC

Primary SRDS Classification No. 20A

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Publisher: Robert A. Potts
Advertising Director: Helshi Lockwood Hewson

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-

term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. 8

The Economist

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: Weekly; 51 issues/year

Advertising Director: Sandra Oursuff, Vice President
Other key contacts: William Kanzer, Mid-West Manager, Chicago Office

Editorial Description: The Economist is international in editorial scope. Each week it reports, comments upon and analyzes developments in world politics, business, economics and finance, with regular edit departments including: American Survey, Europe and the European Common Market, International Report, Britain, Business Briefs, International Business, Finance and Books. In addition, monthly special surveys focus on specific countries, markets or industries.

Member: ABC

Primary SRDS Classification No. 8

Financial World

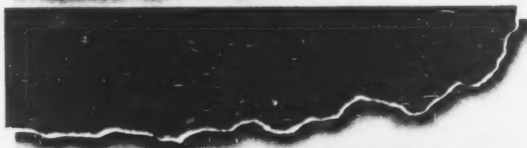
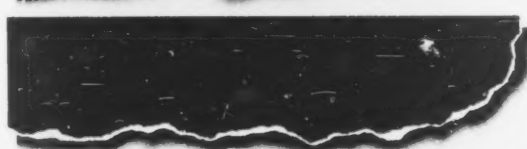
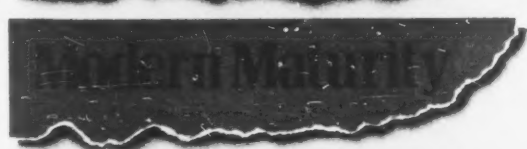
Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: Biweekly (26x)

Publisher: Mark J. Meagher
Advertising Director: Donald Angela
Other key contacts: Douglas McIntyre, President; Kermit Lansner, Editor in Chief; Lawrence

CBS MAGAZINES
PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

ADWEEK'S 10 HOTTEST OF 1983

- 1 
- 2 
- 3 
- 4 
- 5 
- 6 
- 7 
- 8 
- 9 
- 10 (tie) 

Successful
entrepreneurs
made us.
Adweek recognized
us as

'America's Hottest Magazine'

The sweetest number of all is number one.

That's where VENTURE is in Adweek's poll of 1983's hottest magazines. We're number one, propelled there by unprecedented growth figures—the highest Adweek has ever noted, the largest percentage of any winner since Adweek started the 10 hottest list. Advertising revenues up a blazing 110%. Ad pages up an explosive 69.2%.

Yes, we're triumphant. And we share the triumph with our 275,000 subscribers—who are closer to a constituency than an audience, more partners than subscribers, successful people whose aspirations match ours, whose lives are mirrored in our pages.

One of seven VENTURE subscribers is a millionaire. 70% are owners or partners of their own business or profession. More than 55% are involved in company purchases of \$25,000 or more. They're entrepreneurs, America's most valuable resource. In five years VENTURE has become a key source of ideas and information for them. Entrepreneurs are aggressive, questing people with money to spend. Median age is 41.7, average yearly income tops \$110,000, average net worth is \$760,000.

If you're not reaching America's most valuable resource in America's hottest magazine, call our Advertising Director, Don Furth. (212) 840-5580.

He has some hot new numbers for you.

THE MAGAZINE FOR ENTREPRENEURS
Venture

Hedblom, Circulation Director

Editorial Description: Financial World's editorial is about investment opportunities presented by today's multifaceted financial markets. It is a magazine for investors, both individual and professional. Each issue of Financial World contains articles on companies, industries, and other specific investment situations, plus features on investment trends and profiles of financial professionals. There are also regular columns and a variety of departments carrying investment news and statistics. Every other issue contains Financial World's Appraisal section rating 3,000 securities.

Member: ABC

Primary SRDS Classification No. 8

Forbes

Forbes, Inc.
60 Fifth Avenue
New York, NY 10011
(212) 620-2200
Year founded: 1917
Published: Biweekly

Publisher: James J. Dunn

Advertising Director: Stephen G. Nicoll

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section wherein columnists report on the Economy, Stocks, Funds and other money markets.

Member: ABC

Primary SRDS Classification No. 8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Published: Biweekly

Publisher: Edward Patrick Lenahan
Advertising Director: James B. Hoefler

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from: corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC

Primary SRDS Classification No. 8

Frequent Flyer

Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: 12x per year

Publisher: Martin B. Deutsch
Associate Publisher: Arnie Green

Other key contacts: Ralph Erardy, Eastern Sales Manager

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, car developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, leisure travel, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. 8

Harvard Business Review

Harvard Graduate School of Business
Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Publisher: Ernest D. Frawley
Advertising Director: Harold F. Ellsworth
Other key contacts: Kenneth R. Andrews, Editor; Ralph B. Titus, Circulation Director; William A. Janowsky, Business Manager

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the businessman's thinking.

Member: ABC

Primary SRDS Classification No. 8

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Publisher: Bernard A. Goldhirsh

Advertising Director: Frances P. Lawrence
Other key contacts: W. Robert Boris, Associate Publisher

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC

Primary SRDS Classification No. 8

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IT'S A DIFFERENT KIND OF BUSINESS BOOK.

A business magazine for technologists, or a high-tech magazine for management?

High Technology works both ways. It's the only business magazine totally dedicated to America's fastest-growing, fastest-spending business—high technology.

Every month *High Technology* talks to the owners, CEOs, and managers of rapidly expanding companies and corporate divisions. The "stars" of the economy. High-velocity companies with accelerated spending. Office equipment, group insurance, auto leases, and mainframes.

And you can reach this different kind of marketplace in *High Technology*, the one magazine in touch with America's high-tech business pulse. Written for those planning the future of their businesses, their industries.

For information, call:
Frances P. Lawrence, Advertising Director
(212) 687-6715

ICD 08405

highTechnology
AMERICA'S FASTEST-GROWING BUSINESS

Inc.
The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

Publisher: Bernard A. Goldhirsh
Other key contacts: Joseph C. Page, Jr., Associate Publisher; Betsy Keady, Marketing Services Director; Bradley K. Jones, Western Sales Manager

Editorial Description: Inc. is for executives who run small to mid-sized companies. Its purpose is to provide them with specific, practical answers to both their immediate and long-term management problems. Through in-depth studies, Inc. demonstrates how other entrepreneurs have dealt with major business decisions, and offers the reader guidelines for solving his own. Its departments stress the how-to aspects of Financial Management, Personnel Management, Marketing, Sales, Administration and Operations. Inc. also covers and analyzes news pertinent to smaller company management, including trends, economic forecasts and legislation that affect them.

Member: ABC
Primary SRDS Classification No. 8

Industry Week

Penton/IPC, Inc.
1111 Chester Avenue, Penton Plaza
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Publisher: Patrick B. Keefe
Advertising Director: Gere D. Coffey
Other key contacts: Joseph D. Hoffman, Director of Special Projects
Editorial Description: Industry Week is edited

for executives in all industries: manufacturing, service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.

Member: ABC, BPA, MPA, MCC
Primary SRDS Classification No. 8

Savvy

Savvy Company
111 Eighth Avenue, Suite 1517
New York, NY 10011
(212) 255-0990
Year founded: 1980
Published: Monthly

Publisher: Alan E. Bennett
Advertising Director: Patricia M. Weeks
Other key contacts: Jilda Manikas, National Advertising Manager; Vanice Gage, Marketing Manager

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC
Primary SRDS Classification No. 8

Success
The Magazine for Achievers

Success Magazine Company, Inc.
342 Madison Avenue

New York, NY 10173
(212) 309-9800
Year founded: 1954
Published: Monthly

Publisher: James B. Horton

Editorial Description: Success is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC
Primary SRDS Classification No. 22

Venture
The Magazine for Entrepreneurs

Venture Magazine Inc.
35 West 45th Street
New York, NY 10036
(212) 840-5580
Year founded: 1979
Published: Monthly

President: Christopher M. Lehman
Other key contacts: James P. Rogers, National Sales Manager; Joan D. Marowski, Marketing/Advertising Services Director

Editorial Description: Venture is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include New Businesses, Venture Strategies, Venture Financing, Franchise Facts, Your Business, Yourself, You Should Know, Making It Happen, and a Washington Newsletter.

Member: ABC
Primary SRDS Classification No. 8

CBS MAGAZINES
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POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

George Karalekas sells office machines in Nation's Business.

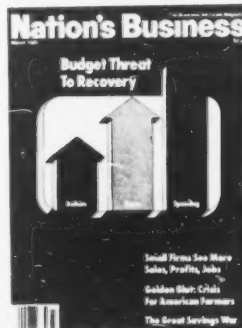
George S. Karalekas, Senior Vice President, Executive Director Media of D'Arcy MacManus Masius, got to where he is by knowing his clients' markets. And how to reach them.

When Pitney Bowes wants to reach decision makers in small to mid size businesses, George turns to Nation's Business for help.

In his own words, "Nation's Business, with its heavier emphasis on reaching mid-size to smaller companies, helps to provide an office machine manufacturer more balanced coverage of the entire business market."

The fact is, 73% of total Nation's Business subscribers represent companies with sales of up to \$25MM. And total Nation's Business subscribers represent the largest circulation of any business magazine in America. With a full 84% of its readers in management positions.

When you're called on to sell office machines—or any product or service—to America's business decision makers, do what George Karalekas does. Call your Nation's Business representative, or Brett Perrine, Advertising Director (212) 370-1440.



Nobody reaches the nation's business like Nation's Business.





CHICAGO BUSINESS CAPTURED!

Who provides advertisers with Chicago's most captive business audience? New research leaves no question.

It's not a national business publication. It's not a local magazine. It's not a daily newspaper.

It's *Crain's Chicago Business*. Pure and simple.

Why? Because the people reading *Crain's* are the people you want reading your message. And the only people you should have to pay for. Upper and middle management.

So while the daily newspapers, for instance, provide you an audience

including everyone from steel workers to school teachers, *Crain's* provides you the most efficient way to reach Chicago's business leaders.

For a complete media kit that includes this enlightening new research information, just call 1-312-649-5370 and ask for Gloria Scoby, Advertising Director.

Find out about the leaders *Crain's* has captured for you. Leaders we're not about to let go.

*Subscriber Study Highlights**

Presidents, Board Chairmen, CEOs, Owners, Partners, VPs, GMs, Financial Officers, Directors	60.2%
Executives, Dept. Directors and Managers, Administrators, Professional and Technical	34.3%
TOTAL MANAGEMENT:	94.5%
Average Household Income	\$109,500
Average Personal Net Worth	\$708,000

*Subscribers to *Crain's Chicago Business*,
Erdos & Morgan, 1984

Crain's Chicago Business
We've captured the leaders.

MARKET GROWTH STEMS FROM ADDITIONAL FOLIO:400 BOOKS...

Fifteen city/regionals made original 400 in 1979. Field grows to 18 in '83.

Market books record average 9.4% revenue rise, but circs essentially flat.

MARKET FAVORS SOUTHWEST, COASTS, BUT SOUTH'S ENTRY IS TOPS...

Fifteen of 18 books are Atlantic, Pacific, or Southwest oriented.

Biggest cash cow is *Southern Living*. Magazine also tops in circulation.

New York Magazine, *Los Angeles Magazine* are one-two in ad pages.

Runner-up in 6 measurements including total and ad dollars, total circulation, is westerner *Sunset*.

BUT WELL DISTRIBUTED GROWTH INCLUDES MIDWEST...

Crain's Chicago Business sets growth pace in total revenues, ad pages and revenues.

Chicago top year-to-year performer in newsstand sales.

Highest circulation bump property of *Yankee*.

D Magazine pride of Texas with market's best subscription circulation increase.

No deficit in nation's capital as *The Washingtonian Magazine* achieves best subscription revenue growth vs. '82.

westways



Published continuously since 1909 by the Automobile Club of Southern California, **WESTWAYS** currently has over 400,000 paid subscribers in Southern California. And unlike other AAA publications, **WESTWAYS** subscribers must pay extra to receive it.

Every month **WESTWAYS** provides an extraordinarily beautiful editorial environment for both national and local advertisers and is particularly appropriate for reaching international travelers and new car buyers.

Call or write for a media kit.

Corporate Advertising Offices/2601 S. Figueroa St./Los Angeles, CA 90007
Attention: George Miller, (213) 741-4760.

City & Regional

Ad Pages

1 New York Magazine	2,920
2 Los Angeles Magazine	2,458
3 Sunset	1,776
4 Chicago	1,768
5 Washingtonian Mag.	1,744
6 San Diego Magazine	1,701
7 Boston Magazine	1,629
8 Philadelphia Magazine	1,611
9 Texas Monthly	1,529
10 Crain's Chicago Bus.	1,521
11 Southern Living	1,512
12 D Magazine	1,415
13 Houston Home & Gdn.	1,272
14 Yankee	1,135
15 Texas Homes	838
16 California Magazine	772
17 Playbill	665
18 Arizona Highways	0
Total	26,266

% Chg. Ad Pages (1982/1983)

1 Crain's Chicago Bus.	16.0
2 New York Magazine	15.1
3 San Diego Magazine	8.8
4 Sunset	4.8
5 Washingtonian Mag.	4.7
6 Southern Living	4.2
7 Philadelphia Magazine	2.7
8 Los Angeles Magazine	1.2
9 Chicago	1.1
10 Boston Magazine	0.8
11 D Magazine	0.1
12 Arizona Highways	n/a
13 Texas Homes	ne
14 Yankee	-1.0
15 California Magazine	-1.7
16 Playbill	-2.8
17 Texas Monthly	-7.3
18 Houston Home & Gdn.	-8.1

Net Chg. Ad Pages (1982/1983)

1 New York Magazine	384
2 Crain's Chicago Bus.	210
3 San Diego Magazine	137
4 Sunset	82
5 Washingtonian Mag.	78
6 Southern Living	61
7 Philadelphia Magazine	43
8 Los Angeles Magazine	30
9 Chicago	19
10 Boston Magazine	13
11 D Magazine	2
12 Arizona Highways	n/a
13 Texas Homes	ne
14 Yankee	-11
15 California Magazine	-13
16 Playbill	-19
17 Houston Home & Gdn.	-112
18 Texas Monthly	-120
Total	784

Avg. Ad Pages/Copy

1 Los Angeles Magazine	205
2 Sunset	148
3 Chicago	147
4 Washingtonian Mag.	145
5 San Diego Magazine	142
6 Boston Magazine	136
7 Philadelphia Magazine	134
8 Texas Monthly	127
9 Southern Living	126
10 D Magazine	118
11 Houston Home & Gdn.	106
12 Yankee	95
13 Texas Homes	70
14 California Magazine	64
15 New York Magazine	58
16 Playbill	55
17 Crain's Chicago Bus.	29
18 Arizona Highways	n/a

Ad Revenue

(\$000)

1 Southern Living	46,895
2 Sunset	39,811
3 New York Magazine	31,988
4 Texas Monthly	12,718
5 Playbill	9,954
6 Los Angeles Magazine	9,881
7 Chicago	9,590
8 California Magazine	7,231
9 Crain's Chicago Bus.	6,466
10 Philadelphia Magazine	6,190
11 Yankee	6,158
12 Washingtonian Mag.	6,033
13 Boston Magazine	5,551
14 D Magazine	4,882
15 Houston Home & Gdn.	4,587
16 San Diego Magazine	3,500
17 Texas Homes	3,082
18 Arizona Highways	0
Total	214,517

% Chg. Ad Revenue (1982/1983)

1 Crain's Chicago Bus.	31.8
2 New York Magazine	25.3
3 D Magazine	20.4
4 San Diego Magazine	18.8
5 Boston Magazine	15.8
6 Southern Living	13.7
7 Sunset	13.0
8 Philadelphia Magazine	12.9
9 Chicago	12.0
10 Los Angeles Magazine	11.2
11 California Magazine	10.8
12 Washingtonian Mag.	9.9
13 Yankee	9.0
14 Arizona Highways	n/a
15 Texas Homes	ne
16 Playbill	-0.9
17 Texas Monthly	-0.9
18 Houston Home & Gdn.	-7.7

Net Chg. Ad Revenue (1982/1983)

1 New York Magazine	6,469
2 Southern Living	5,637
3 Sunset	4,566
4 Crain's Chicago Bus.	1,561
5 Chicago	1,027
6 Los Angeles Magazine	994
7 D Magazine	829
8 Boston Magazine	757
9 California Magazine	706
10 Philadelphia Magazine	706
11 San Diego Magazine	555
12 Washingtonian Mag.	543
13 Yankee	509
14 Arizona Highways	n/a
15 Texas Homes	ne
16 Playbill	-89
17 Texas Monthly	-119
18 Houston Home & Gdn.	-285
Total	24,256

Avg. Edit. Pgs./Copy

1 Los Angeles Magazine	153
2 Chicago	133
3 San Diego Magazine	125
4 Southern Living	121
5 Yankee	108
6 Texas Monthly	107
7 Boston Magazine	103
8 Sunset	96
9 California Magazine	92
10 New York Magazine	87
11 D Magazine	82
12 Houston Home & Gdn.	78
13 Texas Homes	67
14 Playbill	34
15 Crain's Chicago Bus.	23
16 Philadelphia Magazine	10
17 Arizona Highways	ne
18 Washingtonian Mag.	ne

n/a = not applicable
ne = not estimated

Magazine Profiles

Arizona Highways

Dept. of Transportation
State of Arizona
2039 West Lewis Avenue
Phoenix, AZ 85009
(602) 258-6641
Year founded: 1925
Published: Monthly

Publisher: Hugh Harelson
Advertising Director: Jim Delzell, Business Director

Other key contacts: Don Deder, Editor; Palle Josefsen, Operations Director; Alberto Gutier, Circulation & Marketing Director

Boston Magazine

Metrocorp
1050 Park Square Building
Boston, MA 02116
(617) 357-4000
Year founded: 1971
Published: Monthly

Publisher: James P. Kuhn, Jr.
Advertising Director: William M. Barber

Other key contacts: David Lipson, Advertising Sales Manager; Walter Walsh, General Manager

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: CRMA, ABC

Primary SRDS Classification No. 30A

California Magazine

California Magazine, Ltd.
9665 Wilshire Boulevard
Beverly Hills, CA 90212
(213) 273-7516
Year founded: 1976
Published: Monthly

Publisher: Alan Bennett
Advertising Director: Jack Kliger

Other key contacts: Doug Roeder, New York; Joan Hughes, San Francisco; Sharmon How, San Diego

Editorial Description: California is a magazine about California and what it has to offer. Editorial concerns its diversity, abundant resources, physical beauty, creativity, and its occasional outrages. It charts the history of California for its residents.

Member: APC

Primary SRDS Classification No. 30A

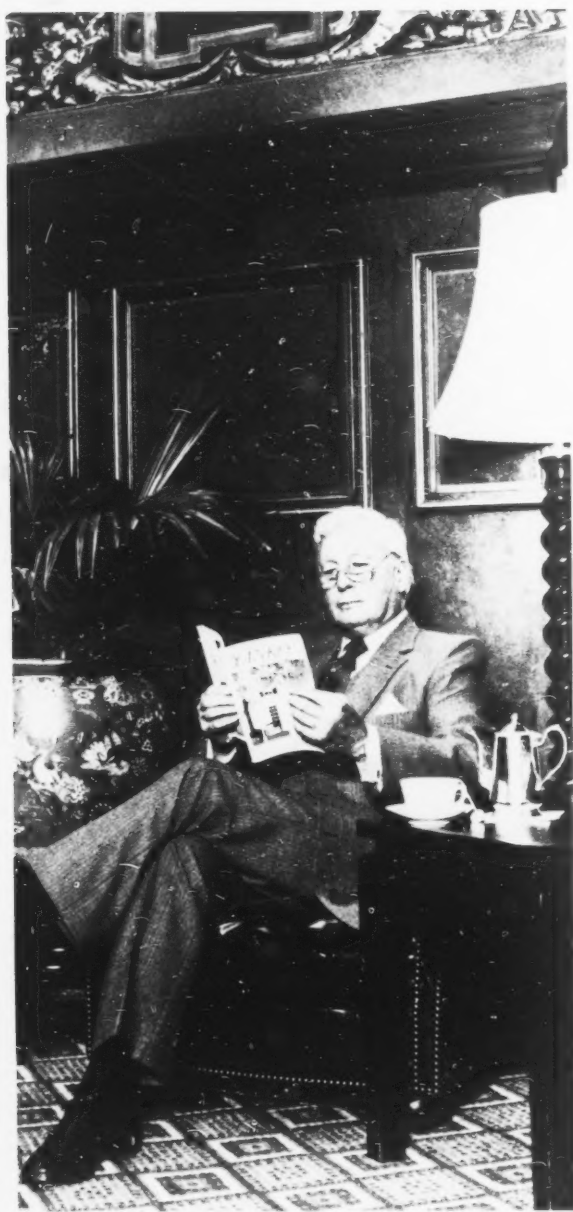
Chicago

WFMT, Inc.
303 East Wacker Drive
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: 12x per year

Publisher: Raymond Nordstrand
Advertising Director: Owen Deutsch
Other key contacts: Arlene Furey, Marketing Director; Andrew Karzas, Assistant Advertising Director; Vickie Bales, Production Manager

Editorial Description: Chicago is edited for active, concerned Chicago area residents interested

The Yankee that's worth a million.



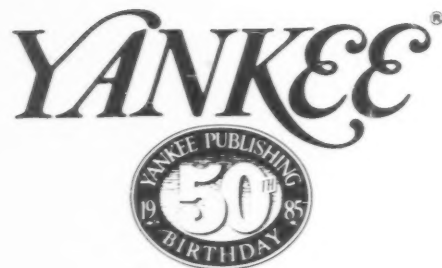
**That's right,
Yankee Magazine now
has a guaranteed
circulation of 1,000,000.***

If you think Yankees are a small group of New Englanders, you could be missing millions of America's most responsive individuals. Because now *Yankee* can guarantee marketers a circulation of 1,000,000 with an estimated 3,000,000 readers. That's more than *Esquire*, *Fortune*, *Gourmet*, *House Beautiful*, *Town and Country* and the *New Yorker*.

They're subscribers who respond to advertising like nobody else. In fact, an amazing 69% responded to a *Yankee* ad in the last twelve months.

It's an advertising environment that gives the kind of direct results that can make you look like a million.

For complete information, just call Kingston Herbert, Advertising Director, at (617) 723-4309.



YANKEE PUBLISHING, INC.
33 Union Street, Boston
MA 02108 & Dublin, NH 03444

City & Regional (continued)

Average Circulation

1 Southern Living	2,204,691
2 Sunset	1,417,114
3 Playbill	975,936
4 Yankee	929,191
5 New York Magazine	427,027
6 Arizona Highways	411,092
7 Texas Monthly	289,631
8 California Magazine	250,373
9 Chicago	217,205
10 Los Angeles Magazine	162,360
11 Philadelphia Magazine	142,988
12 Washingtonian Mag.	131,615
13 Boston Magazine	112,670
14 Houston Home & Gdn.	88,885
15 Texas Homes	81,152
16 D Magazine	78,169
17 San Diego Magazine	54,784
18 Crain's Chicago Bus.	45,000
Total	8,019,883

% Chg. Avg. Circ. (1982/1983)

	(%)
1 Yankee	5.3
2 D Magazine	5.1
3 Southern Living	3.8
4 Philadelphia Magazine	2.2
5 San Diego Magazine	2.0
6 Washingtonian Mag.	1.8
7 Boston Magazine	1.7
8 Crain's Chicago Bus.	1.7
9 Chicago	1.4
10 Los Angeles Magazine	0.1
11 Texas Homes	ne
12 Texas Monthly	-0.2
13 California Magazine	-0.5
14 Sunset	-0.5
15 New York Magazine	-1.0
16 Houston Home & Gdn.	-4.3
17 Arizona Highways	-9.4
18 Playbill	-10.8

Net Chg. Avg. Circ. (1982/1983)

1 Southern Living	80,726
2 Yankee	46,384
3 D Magazine	3,766
4 Philadelphia Magazine	3,089
5 Chicago	3,035
6 Washingtonian Mag.	2,370
7 Boston Magazine	1,870
8 San Diego Magazine	1,056
9 Crain's Chicago Bus.	773
10 Los Angeles Magazine	101
11 Texas Homes	ne
12 Texas Monthly	-481
13 California Magazine	-1,259
14 Houston Home & Gdn.	-3,975
15 New York Magazine	-4,203
16 Sunset	-7,528
17 Arizona Highways	-42,634
18 Playbill	-118,015
Total	-34,925

Avg. Newsstand Circ.

1 Southern Living	126,421
2 Sunset	93,205
3 Yankee	78,387
4 Los Angeles Magazine	66,212
5 Texas Monthly	47,227
6 New York Magazine	40,551
7 Washingtonian Mag.	39,770
8 Arizona Highways	35,112
9 Chicago	30,282
10 Philadelphia Magazine	27,795
11 California Magazine	26,640
12 Boston Magazine	18,932
13 D Magazine	18,148
14 Houston Home & Gdn.	15,678
15 Texas Homes	12,344
16 San Diego Magazine	11,744
17 Crain's Chicago Bus.	2,842
18 Playbill	1,707
Total	692,997

Total Revenue (ad rev. + circ. rev.)

	(\$000)
1 Southern Living	83,644
2 Sunset	53,653
3 New York Magazine	45,407
4 Yankee	18,959
5 Texas Monthly	17,279
6 Los Angeles Magazine	13,258
7 Chicago	12,833
8 Playbill	10,076
9 California Magazine	9,692
10 Washingtonian Mag.	8,518
11 Philadelphia Magazine	7,960
12 Crain's Chicago Bus.	7,644
13 Boston Magazine	6,991
14 Arizona Highways	6,148
15 D Magazine	5,990
16 Houston Home & Gdn.	5,884
17 Texas Homes	4,501
18 San Diego Magazine	4,364
Total	322,801

% Chg. Total Revenue (1982/1983)

	(%)
1 Crain's Chicago Bus.	28.0
2 New York Magazine	19.0
3 D Magazine	18.1
4 San Diego Magazine	16.1
5 Southern Living	13.4
6 Boston Magazine	12.3
7 Washingtonian Mag.	12.3
8 Philadelphia Magazine	10.2
9 Sunset	9.6
10 Chicago	9.4
11 Los Angeles Magazine	8.7
12 California Magazine	7.2
13 Yankee	7.2
14 Texas Monthly	0.6
15 Playbill	0.3
16 Texas Homes	ne
17 Houston Home & Gdn.	-4.3
18 Arizona Highways	-8.9

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Los Angeles Magazine	358
2 San Diego Magazine	267
3 Southern Living	247
4 Sunset	244
5 Boston Magazine	238
6 Texas Monthly	234
7 Yankee	202
8 Chicago	200
9 D Magazine	200
10 Houston Home & Gdn.	184
11 California Magazine	156
12 New York Magazine	145
13 Philadelphia Magazine	144
14 Texas Homes	137
15 Playbill	89
16 Crain's Chicago Bus.	52
17 Arizona Highways	ne
18 Washingtonian Mag.	ne

% Chg. News. Circ. (1982/1983)

	(%)
1 Chicago	15.1
2 Washingtonian Mag.	9.5
3 Southern Living	3.9
4 Crain's Chicago Bus.	3.2
5 New York Magazine	2.9
6 Los Angeles Magazine	1.6
7 Playbill	n/a
8 Texas Homes	ne
9 Yankee	-0.6
10 San Diego Magazine	-1.8
11 D Magazine	-2.1
12 Philadelphia Magazine	-2.7
13 Texas Monthly	-4.1
14 Boston Magazine	-5.7
15 Houston Home & Gdn.	-6.7
16 Sunset	-11.9
17 California Magazine	-14.2
18 Arizona Highways	21.3

n/a = not applicable
ne = not estimated

in Chicago's quality of life. In-depth articles deal with community issues (education, crime, health, etc.), events and personalities. Regular features include critical columns on restaurants, films, the fine and lively arts, hi-fi, wine, audio, books, fashion, and travel; portfolios of art and photography; photographic histories of Chicago. Each issue contains capsule critiques of recommended restaurants and current films; details about things to do and see; and the programming of Chicago's fine arts radio station (WFMT) and public TV station (WTTW).

Member: ABC

Primary SRDS Classification No. 30A

Crain's Chicago Business

Crain Communications Inc.
740 N. Rush
Chicago, IL 60611
(312) 649-5200
Year founded: 1978 (Publication)
Published: Weekly

Publisher: Joe Cappel
Advertising Director: Gloria Scoby, Associate Publisher
Other key contacts: Patricia Venuti, Advertising Manager; Robert Felsenthal, Marketing Director

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC

Primary SRDS Classification No. 20A

D Magazine (Dallas/Ft. Worth)

Southwest Media Corporation
3988 North Central Expressway-1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1973
Published: Monthly

Publisher: Terry Murphy
Advertising Director: Joy Burleson
Other key contacts: Mary E. Graham, Advertising Coordinator

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC, CRMA

Primary SRDS Classification No. 30A

Houston Home & Garden

Metro Home & Garden Magazines
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly

Publisher: Barbara Wood
Advertising Director: Susan Deane

Editorial Description: Houston Home & Garden is aimed at the urban reader who is interested in making the home a unique living environment. As a guide to contemporary city living, the magazine concentrates on various trends in the home: design, decor, remodeling and furnishing, as well

Reach America's most affluent consumers where they live



With one order, choose up to 35 upscale city and regional magazines . . . at a savings!

For years, city and regional magazines have been among the fastest growing publications in the country—in ad pages, in circulation, in number of titles. And they've been leaders in quality: quality of readers and quality of editorial.

But until recently these magazines were hard for national advertisers to buy. You had to contact a number of reps and publishers. That's why we organized the CRMA Network Discount Media Plan. Now you can buy us like a national magazine. Yet by selecting the markets you want, you avoid the waste circulation of national publications.

WHAT WE OFFER

- **Paid circulation** audited by ABC. (Our total paid circulation exceeds 2,225,000.)
- **Total readership data** verified by Mediamark Research Inc. (According to the spring 1984 MRI, we have more

than 13 million readers each month. Over 12 issues, it's more than 34 million—one out of every five adults.)

• **Demographic and product usage information** documented by MRI, by Don Bowdren's primary audience surveys, and by other solid research.

• **Outstanding editorial** targeted to the needs, interests, and life style of each market and honored by dozens of major awards for writing and design.

HOW IT WORKS

With the CRMA Plan, you choose anywhere from five to 35 magazines; the more you buy in a single month (up to 20) the greater your discount. You can schedule your pages with one order, one closing date, and one person to contact. There's flexibility too: you can use different copy, different coloration, even different brands in various markets.

For full information, contact any of the participating magazines listed below or their national sales representatives. They'll show you how easy it is to **TARGET LOCAL, BUY NATIONAL** . . . and reach affluent consumers right where they live!

The Primary Audiences of City & Regional Magazines

Average household income	\$68,355
Average investment portfolio	\$136,365
Average net worth	\$286,400
College graduates	55%
Post graduate training	33%
Top management	25%
Management responsibility	61%
Professional or managerial	88%

From 1983 survey by Don Bowdren Associates of subscribing and single copy households of 94 CRMA member magazines. Details and full report on request from CRMA or any member magazine.



CITY & REGIONAL MAGAZINE ASSOCIATION
801 Second Avenue New York, NY 10017 (212) 697-3580

PARTICIPATING MAGAZINES

Arkansas Times
Boston
California
Chicago
Cleveland
Columbus Monthly
Connecticut

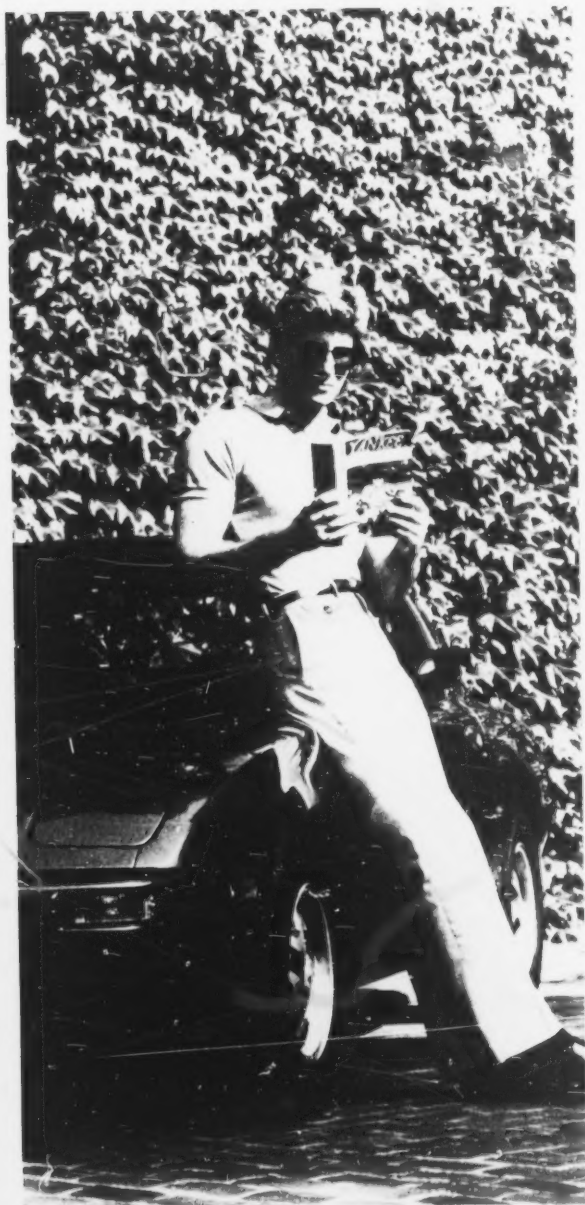
Country
D (Dallas/Ft. Worth)
Delaware Today
Denver
Honolulu
Houston City
Indianapolis Monthly

Louisiana Life
Memphis
Miami/South Florida
Milwaukee
Metropolitan Detroit
Monthly Detroit
Mpls. St. Paul

Nashville
New England Monthly
New Jersey Monthly
New Mexico
Ohio
Oregon
Philadelphia

Phoenix
Pittsburgh
San Francisco
St. Louis
Texas Monthly
Washington Dossier
West Michigan

The Yankee that cornered the Northeast market.



Introducing the New Yankee Northeast Edition.

Northeasterners have never had better times. You can see it everywhere. Northeast towns and cities are growing with new vitality, new construction, and overall economic prosperity.

For national and regional marketers, the opportunities are tremendous, especially with *Yankee's* New England and Northeast regional editions.

Not only does this new *Yankee* allow you to zero in on over 600,000 Northeasterners efficiently and with coverage that's more than competitive with the leading national magazines, it gives you the kind of readers who react.

Of the total households receiving *Yankee* in the last 12 months, an astounding 69% responded directly to a *Yankee* ad.

So when you want to talk to the Northeast or just New England, talk to *Yankee*. Call Kingston Herbert, Advertising Director, at (617) 723-4309.

PUBLICATION	NORTHEAST CIRCULATION	CPM P B&W	CPM P 4 / C
Yankee	600,614	12.55	16.73
McCalls*	1,107,321	12.08	14.81
Time*	1,585,000	19.20	29.95
Good Housekeeping	779,708	14.86	18.76
New England Monthly*	75,000	31.67	47.53
Ladies Home Journal	1,078,011	13.75	16.80
Newsweek	935,000	20.98	32.34
Redbook	547,549	12.63	16.83

*Geographical breakdown differs from other publications

YANKEE®



YANKEE PUBLISHING, INC.
33 Union Street, Boston
MA 02108 & Dublin, NH 03444

City & Regional (continued)

Avg. Subscrip. Circ.

1 Southern Living	2,078,270
2 Sunset	1,323,909
3 Yankee	850,804
4 New York Magazine	386,476
5 Arizona Highways	375,980
6 Texas Monthly	242,404
7 California Magazine	223,733
8 Chicago	186,923
9 Philadelphia Magazine	115,193
10 Los Angeles Magazine	96,148
11 Boston Magazine	93,738
12 Washingtonian Mag.	91,846
13 Houston Home & Gdn.	73,207
14 Texas Homes	68,808
15 D Magazine	60,022
16 San Diego Magazine	43,040
17 Crain's Chicago Bus.	34,011
18 Playbill	7,142
Total	6,351,654

% Chg. Sub. Circ. (1982/1983)

	(%)
1 D Magazine	7.4
2 Crain's Chicago Bus.	6.4
3 Yankee	5.8
4 Southern Living	3.8
5 Philadelphia Magazine	3.5
6 Boston Magazine	3.3
7 San Diego Magazine	3.0
8 California Magazine	1.4
9 Texas Monthly	0.6
10 Sunset	0.4
11 Playbill	n/a
12 Texas Homes	ne
13 Chicago	-0.5
14 Los Angeles Magazine	-1.0
15 Washingtonian Mag.	-1.2
16 New York Magazine	-1.4
17 Houston Home & Gdn.	-3.8
18 Arizona Highways	-8.1

Net Chg. Sub. Circ. (1982/1983)

	(Subs.)
1 Southern Living	75,985
2 Yankee	46,884
3 Playbill	7,142
4 Sunset	5,004
5 D Magazine	4,152
6 Philadelphia Magazine	3,866
7 California Magazine	3,157
8 Boston Magazine	3,019
9 Crain's Chicago Bus.	2,043
10 Texas Monthly	1,536
11 San Diego Magazine	1,269
12 Texas Homes	ne
13 Chicago	-947
14 Los Angeles Magazine	-968
15 Washingtonian Mag.	-1,095
16 Houston Home & Gdn.	-2,857
17 New York Magazine	-5,331
18 Arizona Highways	-33,135
Total	109,724

Net Chg. Newst. Circ. (1982/1983)

1 Southern Living	4,740
2 Chicago	3,982
3 Washingtonian Mag.	3,464
4 Playbill	1,707
5 New York Magazine	1,129
6 Los Angeles Magazine	1,069
7 Crain's Chicago Bus.	88
8 Texas Homes	ne
9 San Diego Magazine	-214
10 D Magazine	-386
11 Yankee	-502
12 Philadelphia Magazine	-778
13 Houston Home & Gdn.	-1,118
14 Boston Magazine	-1,151
15 Texas Monthly	-2,016
16 California Magazine	-4,416
17 Arizona Highways	-9,499
18 Sunset	-12,532
Total	-16,433

Subscription Revenue (\$000)

1 Southern Living	33,336
2 Sunset	12,165
3 Yankee	11,371
4 New York Magazine	10,378
5 Arizona Highways	5,516
6 Texas Monthly	3,428
7 Chicago	2,516
8 California Magazine	1,896
9 Los Angeles Magazine	1,589
10 Washingtonian Mag.	1,555
11 Philadelphia Magazine	1,119
12 Crain's Chicago Bus.	1,064
13 Texas Homes	1,048
14 Boston Magazine	1,042
15 Houston Home & Gdn.	921
16 D Magazine	683
17 San Diego Magazine	582
18 Playbill	91
Total	90,300

% Chg. Sub. Revenue (1982/1983)

	(%)
1 Washingtonian Mag.	24.9
2 Houston Home & Gdn.	18.8
3 D Magazine	16.4
4 Southern Living	13.6
5 Crain's Chicago Bus.	11.0
6 San Diego Magazine	10.0
7 Texas Monthly	8.7
8 New York Magazine	7.1
9 Yankee	6.1
10 Philadelphia Magazine	4.5
11 Boston Magazine	3.3
12 California Magazine	1.6
13 Sunset	0.9
14 Playbill	n/a
15 Texas Homes	ne
16 Chicago	-0.6
17 Los Angeles Magazine	-5.3
18 Arizona Highways	-10.1

Newsstand Revenue (\$000)

1 Southern Living	3,413
2 New York Magazine	3,041
3 Los Angeles Magazine	1,788
4 Sunset	1,678
5 Yankee	1,430
6 Texas Monthly	1,133
7 Washingtonian Mag.	931
8 Chicago	727
9 Philadelphia Magazine	650
10 Arizona Highways	632
11 California Magazine	566
12 D Magazine	425
13 Boston Magazine	398
14 Houston Home & Gdn.	376
15 Texas Homes	370
16 San Diego Magazine	282
17 Crain's Chicago Bus.	114
18 Playbill	31
Total	17,985

% Chg. Newst. Rev. (1982/1983)

	(%)
1 Chicago	15.2
2 Los Angeles Magazine	9.9
3 Washingtonian Mag.	9.5
4 Southern Living	8.7
5 Yankee	7.9
6 Crain's Chicago Bus.	6.5
7 Arizona Highways	2.9
8 New York Magazine	2.9
9 Sunset	2.5
10 Playbill	n/a
11 Texas Homes	ne
12 San Diego Magazine	-0.8
13 D Magazine	-2.2
14 Philadelphia Magazine	-2.8
15 Texas Monthly	-4.1
16 Boston Magazine	-5.8
17 Houston Home & Gdn.	-6.6
18 California Magazine	-13.2

n/a = not applicable
ne = not estimated

as ideas on entertaining and gardening. Approximately one-third of every issue is devoted to decorating with a feature home, one-third to gardening and landscaping and one-third to food, entertaining and informative lifestyle subjects.

Member: ABC

Primary SRDS Classification No. 24

Los Angeles Magazine

Los Angeles Magazine, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Publisher: Bert Pucci

Advertising Director: Nicki Campbell

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, enter-

tainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. 30A

New York Magazine

News Group Publications, Inc.
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Publisher: Marty Singerman

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC

Primary SRDS Classification No. 36A

Philadelphia Magazine

Metrocorp
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Published: Monthly

Publisher: D. Herbert Lipson

Advertising Director: Ralph Gianatasio

Other key contacts: Orlin Davis, Associate Publisher

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region—business trends, political analyses, metropolitan planning, sociological currents—plus critical reviews of the cultural, sports and entertainment scene. Articles range from law enforcement to fashion, voting trends to travel, transportation to theatre, also include background studies of the area's newsmakers.

Member: ABC, CRMA

Primary SRDS Classification No. 30A

COWBOY PHILOSOPHER



A Texan's philosophy is remarkably simple. The finest the world offers is the only way to spend life under that great lone star. If you have any suggestions, why not show them where they'll be appreciated most. **TexasMonthly**

**The Yankee
people take
advantage of.**



America's Most Responsive Readers.

Today's *Yankee* readers are something special. Not only do they spend over 2.6 hours inside every issue reading the ads with the same interest they read the articles, they also react.

Of the total households receiving *Yankee* in the last 12 months, an astounding 69% responded directly to a *Yankee* ad.

And when they're not inside our issue, they're outside doing and spending.

Compared to the national average, twice as many *Yankee* readers buy cross country skis, twice as many *Yankee* readers sail, and twice as many *Yankee* readers scuba dive.

A Million Strong

Yankee offers a circulation of 1,000,000* with a total estimated readership of 3,000,000 who fit the description presented here.

So if you have a message that deserves attention, consider the magazine that can get it for you. *Yankee*.

For all the information, call Kingston Herbert, Advertising Director, at (617) 723-4309.

YANKEE®



YANKEE PUBLISHING, INC.
33 Union Street, Boston
MA 02108 & Dublin, NH 03444

Playbill

Playbill Incorporated
71 Vanderbilt Avenue
New York, NY 10169
(212) 557-5757

Year founded: 1884
Published: Monthly

Publisher: Arthur T. Birsh
Advertising Director: L. Robert Charles

Editorial Description: Playbill Magazine is edited to provide information necessary to the understanding and enjoyment of each Broadway play, certain Lincoln Center and Off-Broadway productions and regional attractions served. In addition to information about the attractions, it features articles, sometimes controversial, by and about theatre personalities, fashion, entertainment, dining, beauty, travel, and other service features.

Primary SRDS Classification No. 17

San Diego Magazine

San Diego Magazine
Publishing Company, Inc.
3254 Rosecrans Street
San Diego, CA 92110
(619) 225-8953

Year founded: 1948
Published: Monthly

Publisher: Edwin & Gloria Self
Advertising Director: Elizabeth Zongker
Other key contacts: Mary Kay Connell, Advertising Promotion Director; Demographics Coordinator

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC

Primary SRDS Classification No. 30A

Southern Living

Southern Living, Inc.
820 Shades Creek Parkway
Birmingham, AL 35201
(205) 877-6000

Year founded: 1966
Published: Monthly

Publisher: Jim DeVira
Advertising Director: Jim DeVira

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC

Primary SRDS Classification No. 24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600

Year founded: 1898
Published: 12x per year

Publisher: L.W. Lane, Jr.
Advertising Director: Richard T. Bristol
Other key contacts: James W. Baker, Eastern Advertising Sales Manager; Laurence C. Smith, Advertising Sales Manager

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. Is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC

Primary SRDS Classification No. 24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000

Year founded: 1977
Published: 12x per year

Publisher: Ann Richardson
Advertising Director: Jim Diebel

Editorial Description: Texas Homes is a magazine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC, MPA

Primary SRDS Classification No. 30A

Texas Monthly

Texas Monthly, Inc.
Post Office Box 1569
Austin, TX 78767
(512) 476-7085

Year founded: 1973
Published: Monthly

Publisher: Michael R. Levy
Advertising Director: Roger Tremblay
Other key contacts: Mollie Hawkins Sharpe, Marketing Director; Pam Chrane Herries, Assistant Advertising Director; Doug Roeder, National Sales Manager

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC

Primary SRDS Classification No. 30A

The Washingtonian Magazine

Washingtonian Magazine, Inc.
1828 L Street N.W., Suite 200
Washington, DC 20036
(202) 296-3600

Year founded: 1965
Published: Monthly

Publisher: Eleanor Merrill
Advertising Director: Edward Mansfield
Other key contacts: Arlene Kormis, Assistant Advertising Director; Christopher P. Westfall, Special Project Manager

Editorial Description: The Washingtonian Magazine is edited for the educated, active residents of the Washington, D.C. area. It features photography and in-depth articles about both the federal city of Washington and the metropolitan area surrounding the District of Columbia. Regular columns cover dining out, wine, real estate, money, people, movies, beauty, fashion, antiques, shopping, sports, travel, the arts; there is a monthly calendar of things to do and places to go.

Member: ABC, MPA

Primary SRDS Classification No. 30A

Yankee

Yankee Publishing Incorporated
Main Street
Dublin, NH 03444
(603) 563-8111

Year founded: 1935
Published: Monthly

Publisher: C. Robertson Trowbridge
Advertising Director: J. Kingston Herbert

Editorial Description: Yankee is published for New Englanders everywhere. Contents (all New England) include fiction, poetry, articles, photo essays and food, travel, shopping, as well as other service departments.

Member: ABC, MPA

Primary SRDS Classification No. 22

HOLD ON TO YOUR MODEMS...

This market has moved from 27th to 19th in total revenues among 29 Folio:400 consumer magazine markets.

Of 11 market members, 3 are new Folio:400 magazines; remaining 8's total revenue increase vs. 1982 averaged remarkable 85.4%.

'OLDTIMERS' ARE STILL GOING STRONG...

Byte leads market in total revenues, ad revenues, ad pages, and subscription revenues.

Average circulation leader *Computers & Electronics* also tops in subscription circulation.

Personal Computing, co-champion in total revenue growth and runner-up in total revenues, grows most in ad revenues vs. '82.

Newsstand best seller *COMPUTE!* shares total revenue growth laurels but is sole leader in subscription/newsstand circ and revenue growth.

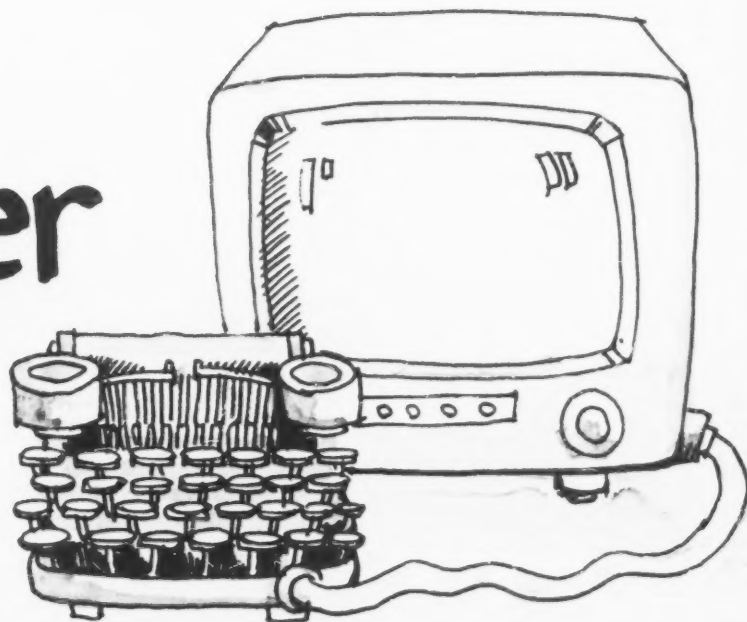
BUT NEWCOMERS PERFORM LIKE OLD PROS, TOO...

PC vaults into 2nd place in ad pages and ad dollars, 3rd in total revenues.

PC World debuts in The 400 with market's 7th most ad pages and revenues.

Softalk, 8th and 9th in ad pages and dollars, tops 150,000 average circulation, 7th highest among market members.

Pick a computer... any computer



Hardware, software, peripherals... can you think of *any* microcomputer product that you haven't seen advertised in BYTE?

This is where success in the market begins. In BYTE. Where advertisers reach more than 430,000 paid readers... high-tech computer sophisticates who are the market's most active buyers.

And who are asked for tens of thousands of brand-name recommendations every month.

If you're an advertiser, either of an established small systems product, or of the next revolution in the market, talk to us—we're the people who wrote the book on microcomputer marketing. Just call Pete Huestis, Advertising Sales Manager, at 603/924-9281.

BYTE

THE INTERNATIONAL STANDARD

They've all been advertised in BYTE.

 BYTE is published monthly by McGraw-Hill, Inc., with offices at 70 Main St., Peterborough, N.H. 03458

Just how hot is this market?

Let's put it this way: If it gets any hotter, these magazines will have to be printed on asbestos.

A November 9, 1983 *New York Times* 'Business Day' article on the boom in computer magazines marveled that, whereas just one of these books made the Folio:400 in 1981, nine of them were among The 400 a year later. This year, we cannot say the field has multiplied at the same brisk pace. In fact, there are just three computing titles new to The Folio:400. But we can say that, from a circulation and revenue standpoint, no other market has grown at nearly the rate of our Computing group.

Total market revenue doubles, led by ad dollars.

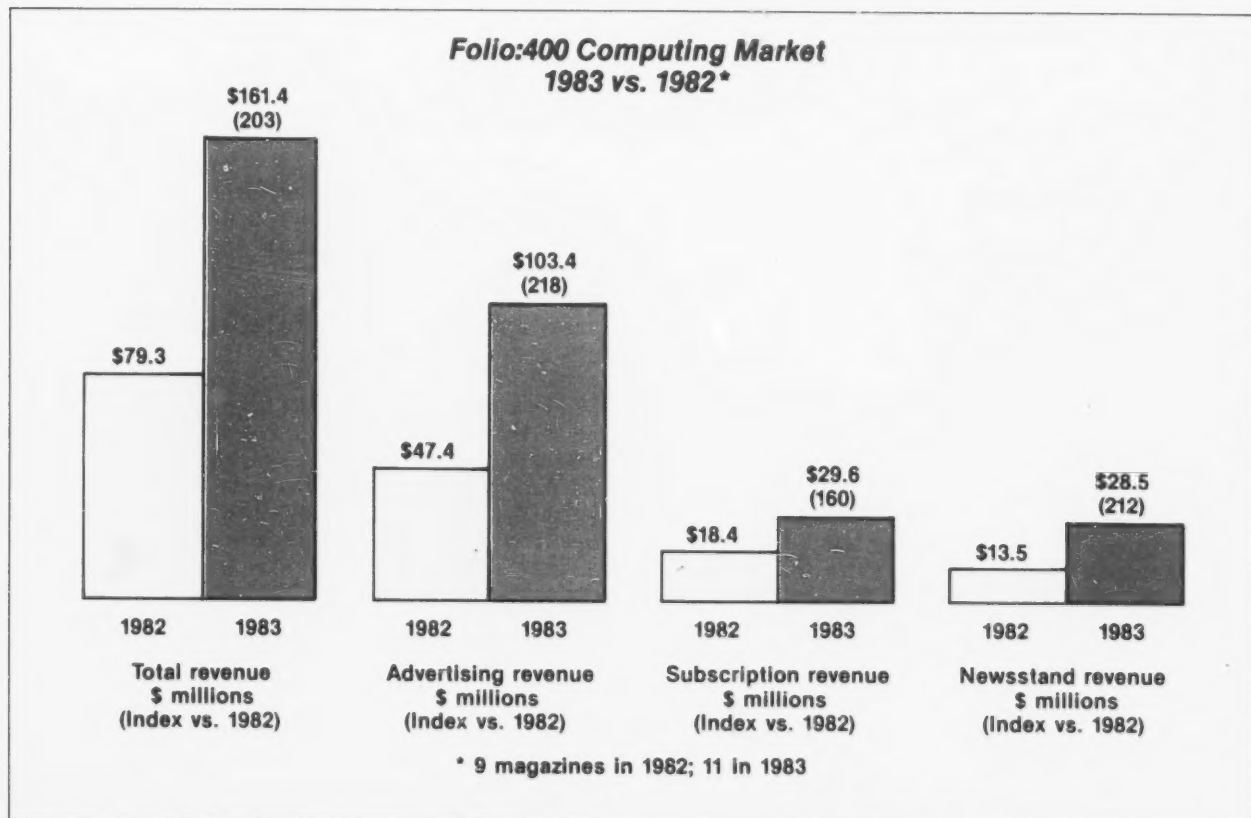
Our 11-book market finished 1983 with a combined total of \$161.4 million dollars, a 103% jump from 1982's nine-book total of \$79.3 million. Total ad dollars, up 118% from 1982, now account for 64% of the market's total revenue.

Circulation revenue, too, is climbing rapidly. But, counter to the trend for Folio:400 consumer magazines as a whole, newsstand revenue growth is outpacing its subscription counterpart. At 18% of total 1983 dollars, newsstand sales of \$28.5 million are up 112% versus 1982. Subscription revenue, also 18% of total, is 60% above year ago.

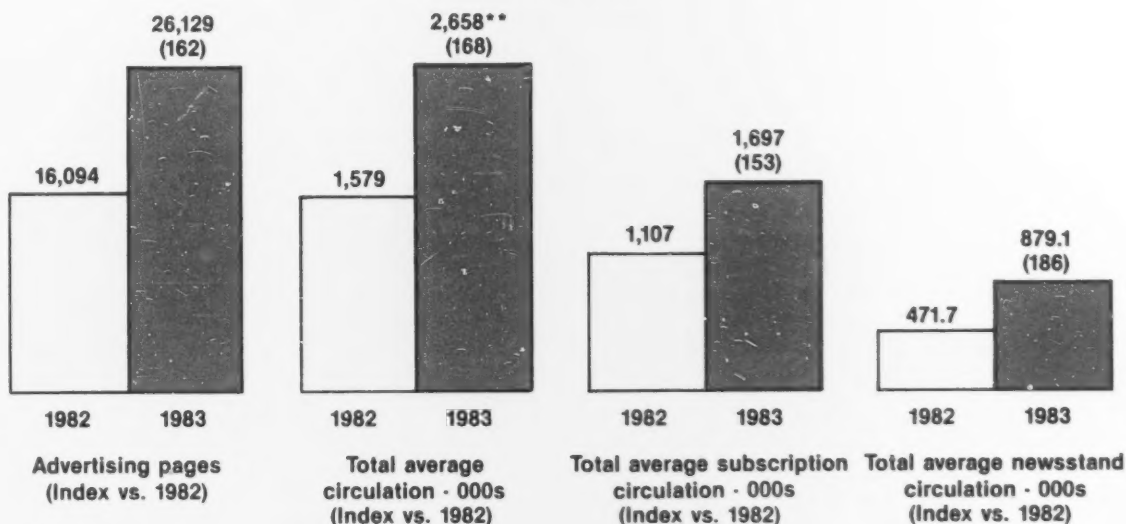
Important to note is that all of this revenue growth is not due solely to the addition of three new magazines to this year's market totals. The eight titles in last year's 400 averaged an 85% hike in total revenues and 95%, 62% and 92% boosts in ad, subscription and newsstand revenues, respectively. And these veterans control 78% of total 1983 market dollars.

Circulation growth is strong, particularly at newsstand.

Following the continued expansion of the computer user base, the publication market's circulation has accelerated nearly 70% beyond 1982. As with revenue,



**Folio:400 Computing Market
1983 vs. 1982***



* 9 magazines in 1982; 11 in 1983
** Includes 81,745 controlled copies.

newsstand circulation, up 86% from year ago, is growing faster than subscriptions. But subscription circulation, 64% of total, is by no means stagnant. It is 53% above last year, indicating no shortage of readers for the top publications in the field.

All three Folio:400 newcomers are machine-specific.

Reflecting a unique trend in computing magazine publishing, all three newcomers to our analysis are edited for users of specific brands of hardware: *PC* and *PC World* for the IBM personal computer, and *Softalk* for Apple II equipment. This trend goes well beyond Folio:400 members. In the January 1984 issue of *The Micromedia Guide*, publisher Michael Tchong (who doubles as *Family Computing's* marketing director) reported that of 110 end-user publications, 45% were machine-specific. Only 16% were general interest, the balance being accounted for by home, educational, business and miscellaneous books.

Precisely how long this trend will continue is a matter of much speculation. Many industry followers believe that wide acceptance of an industry standard will be the death knell of machine-specific publishing because any magazines devoted to such a standard will in effect become general interest publications. Other experts feel that any such standard, if it becomes a reality at all, is a very long journey down the road, given the immaturity of the microcomputer market and the unlimited, inestimable potential for business and consumer usage that lies ahead.

Transient or not, the very idea of brand-specific

consumer magazines is nothing short of unusual. To fully appreciate it, try to imagine similar publications existing in other lifestyle/utility product categories — cars, for example. While selecting from 75 or so model-specific publications might be the height of target marketing, it might also wreak havoc on media departments.

The evolution of a magazine market.

Although much of the publishing hoopla concerns the consumer end-user market, it is noteworthy that this segment has its young roots in the Data Processing and Electronics trade fields. Jim Callan, Vice President-Marketing at C Systems, Ltd., the Ridgefield, Connecticut research firm specializing in high-tech publications, points out that the new computing books were not born from Data Processing and Electronics trade magazine publishers. Instead, they arose from the technological interest that professionals in the two related fields shared with each other.

According to Callan, in the late 1950s and 1960s, first generation computers were becoming entrenched in the data-intensive sectors of the business world. Experts in the data and electronics fields were enthusiastic about the new technology and had a tendency to bring that enthusiasm home from the office, often tinkering with ideas and meeting in small groups to share their discoveries. Then, in the early 1970s, an Albuquerque, New Mexico company called Mits developed a kit with which one so inclined could actually assemble a small computer with a microprocessor.

The enthusiast groups discovered these kits and began experimenting with them. As the new small com-

Why more advertisers invest more dollars in PC Magazine than in all the other IBM consumer magazines.

Combined.

"I use PC Magazine because it is the best magazine for selling our products. It is the number 1 magazine in the IBM PC market."

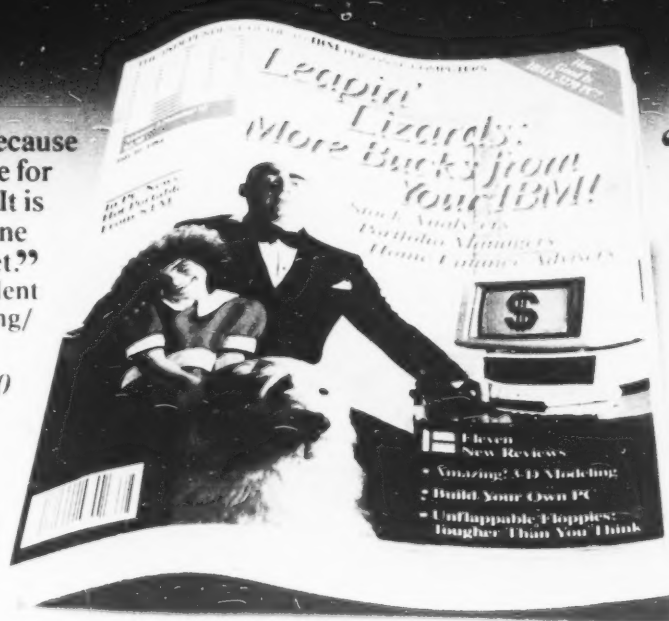
From Tom Judd, president of Curtis Manufacturing/Beck Manufacturing.

(In fact, of the 200,000 primary readers PC reaches every other week, 79% have already invested \$6500 on personally owned microcomputer systems, and almost half of all readers plan to buy a micro this year.)

"Hayes has been advertising in PC Magazine since it began, and it has consistently produced high reader inquiries."

From C.G. Betty, director of sales and marketing at Hayes Microcomputer Products.

(Last year, PC generated over two million requests for product information.)



"PC Tutor's registration card asks the buyer in which magazine he or she saw our ad. PC Magazine is the winner by more than 2 to 1."

From Bruce Moore, president of Comprehensive Software.

(In fact, an astounding 7 out of 10 (68%) PC readers say they purchased, or decided to purchase products as a result of seeing them advertised in PC Magazine.)

"PC Magazine delivers qualified business prospects for our products."

From Bob Zack, vice president at DCA.

(That's true. This year, PC's readers will help their companies purchase 1.8 million microcomputers.)

The one and only

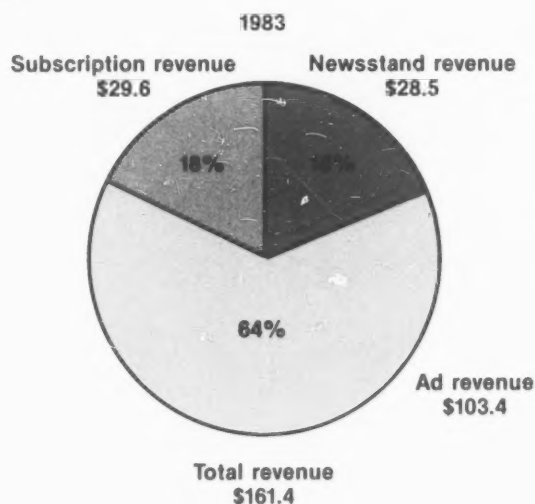
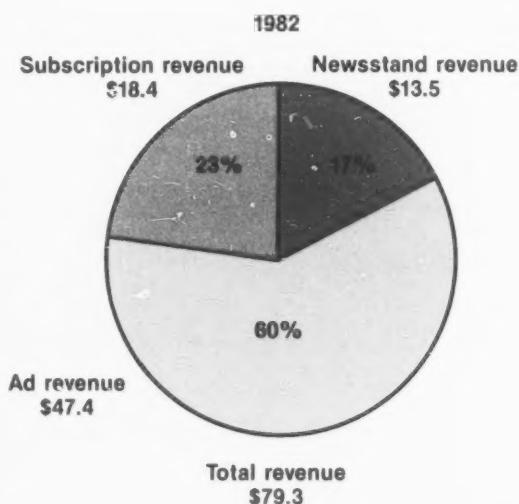
One Park Ave. • New York • N.Y. 10016

puter phenomenon spread and the groups grew, members began chronicling further discoveries to other members via newsletters. Some of these blossomed into magazines and, to cover costs, carried advertising from companies that now made the computers and accessories. This activity aroused the interest of large publishing companies, some of whom bought the newsletters-turned-magazines. The result of this has become publishing history.

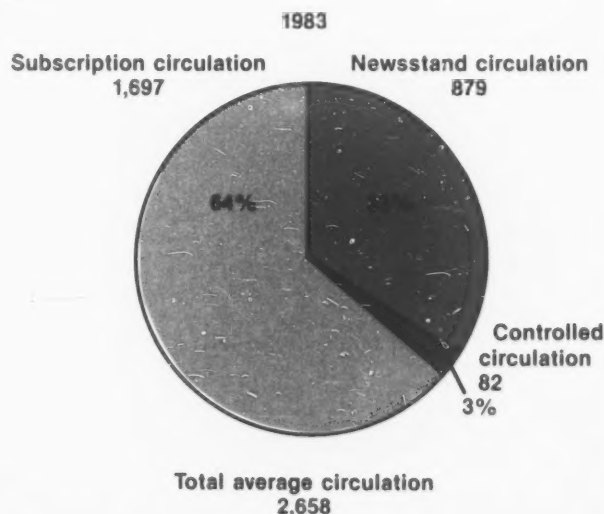
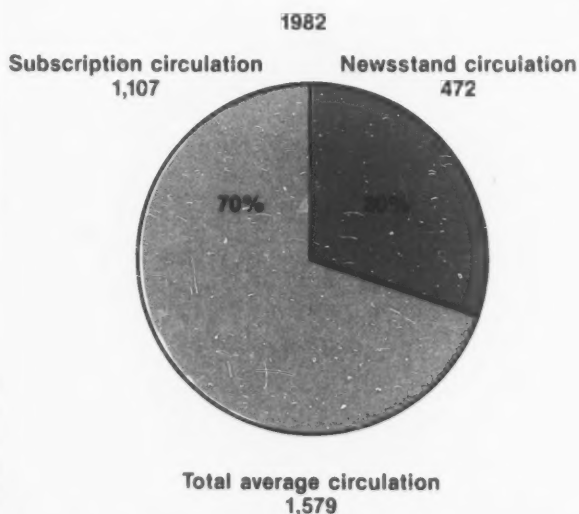
And what about the Data Processing and Elec-

tronics trade book markets? Though many of the magazines in these fields have been around since the pioneer days of the late fifties and sixties they, too, have recently experienced explosive growth. Between them, these two markets have 25 titles in this year's Folio:400. And while they are distinct magazine markets from our computing market, no overview of high technology publishing is complete without also studying them. Our analyses of these two important segments can be found in the Business Publications section of this edition. □

**Computing market revenues
(\$ millions)**



**Computing market circulation
(000s)**



One publishing company reaches the home computer market better than anyone else.



Month after month after month we do *one* thing better than everybody else. Deliver the home computer market.

Over one million* active computer users read our magazines each and every month. That's because our editorial package delivers quality content, ready-to-use programs, tutorials, games, utilities, applications and reviews.

Our readers read us for our advertising, too. Hundreds of pages of them, year after year.

Deliver your products directly to the home computer market in COMPUTE! Publications.

Call Ken Woodard at 919/275-9809.

COMPUTE! Publications, Inc. 

One of the ABC Publishing Companies
324 West Wendover Avenue, Suite 200 Greensboro, NC 27408

* Source 1984 SMRB

THE COMBINED CW COMMUNICATIONS/ REACHES THE TOTAL

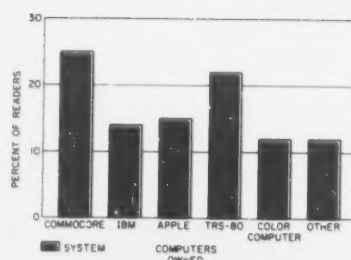
On the average, readers of the five CW Communications/Peterborough computer publications are in their early 30's, have obtained a college education, and are earning an average of \$34,000 annually.

Nearly everyone owns a computer. Some readers own more than one. All of them plan to purchase hardware or software for their systems this year.

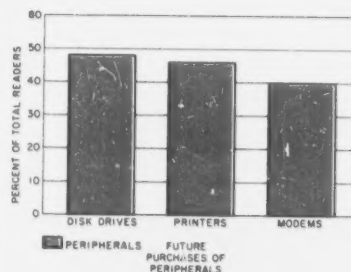
88% say they spend up to \$1,000 a year for hardware. The majority already own printers and disk drives, but 40% plan to buy these and other items in the coming months. 54% of the readership expects to spend more than \$1,000 on hardware products in the future.

76% spend as much as \$500 every year for software, especially games, and general business or accounting applications. Many readers anticipate investing in education software this year, and 84% plan to spend up to \$1,000 on future software purchases.

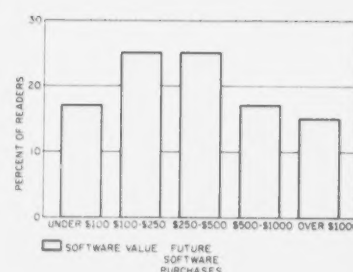
inCider—The Apple II journal
RUN—The Commodore 64 and VIC-20 magazine
HOT CoCo—For TRS-80 color computer and MC-10 users
80 Micro—The system-specific magazine for TRS-80 users
Microcomputing—The practical journal of advanced computing



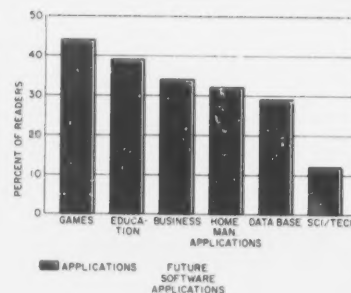
CW Communications/Peterborough readers own Radio Shack TRS-80, Commodore 64, Apple II, and IBM PC computers. Nearly 20% own two or more competing models.



CW Communications/Peterborough readers are hardware buyers. 48% plan to purchase disk drives, 46% are looking for printers, and 40% will soon buy modems.

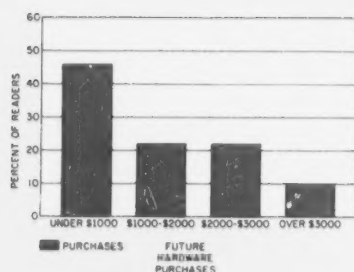


84% expect to spend up to \$1,000 on future software purchases.

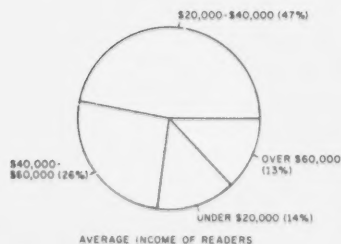


Games are the most popular software applications, but many readers will soon purchase general business/accounting, home management, and education software.

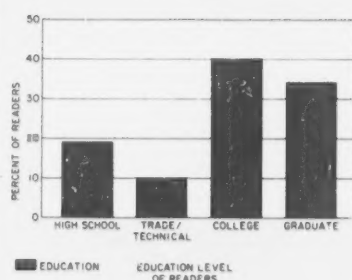
FAMILY OF PETERBOROUGH MICROCOMPUTER MARKET.



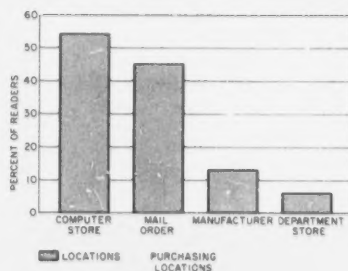
54% of the readership will soon spend more than \$1,000 for hardware products.



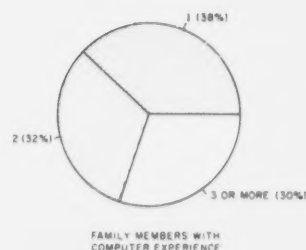
Nearly 50% of CW Communications/Peterborough readers earn \$20,000-\$40,000 annually.



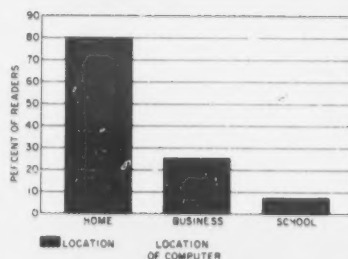
74% have received a college education or have attended graduate school.



Most non-subscribers purchase CW Communications/Peterborough publications at a computer specialty store.



In most families, more than one person uses a computer.



A vast majority of CW Communications/Peterborough readers use their computer at home.



**CW COMMUNICATIONS
PETERBOROUGH**

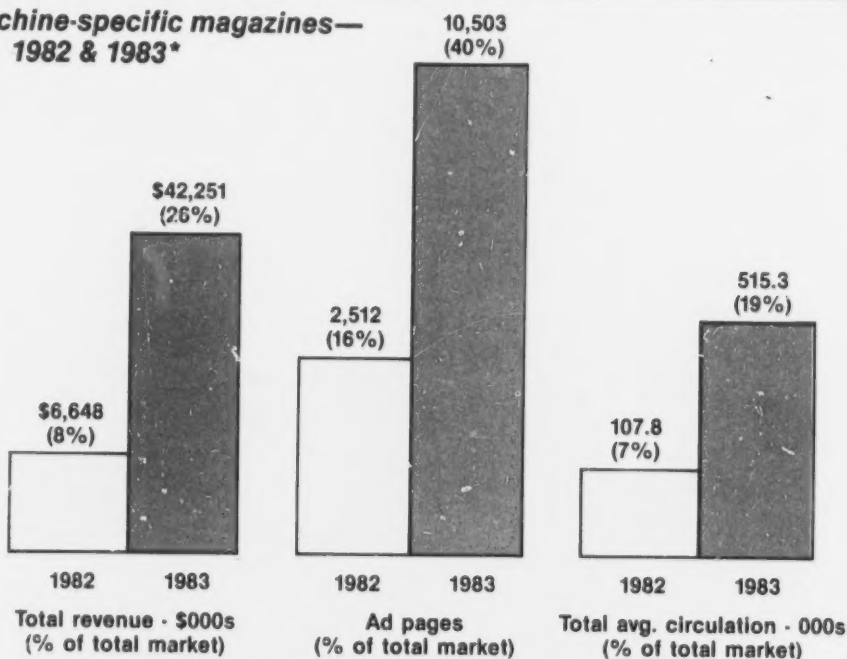
CW Communications/Peterborough, Inc.

Corporate Office
80 Pine St.
Peterborough, NH 03458
(603) 924-9471

West Coast Office
1080 Marsh Rd.
Menlo Park, CA 94025
(415) 328-3470

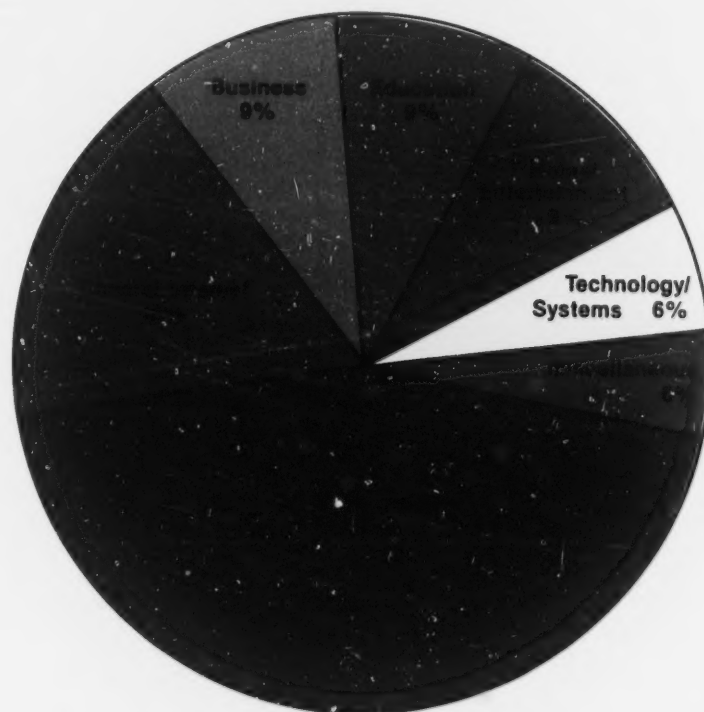
1-800-441-4403

**Folio:400 machine-specific magazines—
1982 & 1983***



*1982 market had 1 machine-specific book. 1983 market has 4.

**Overall market segmentation
110 End-user magazines**



Source: *The Micromedia Guide*, January 1984. Copyright 1984 Michael Tchong, P.O. Box 6373, New York, NY 10150.

More TRS-80 owners will see your ads in 80 Micro than in all other TRS-80 related magazines combined.

TRS-80 Users Are Buyers

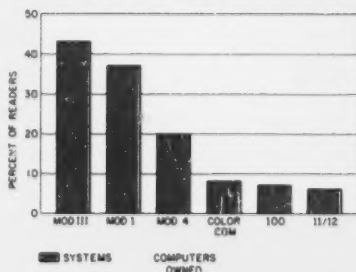
Over 43% of *80 Micro* readers own Model III's while 37% own Model I's. And, 20% of the readers own Model 4's. These owners spent over \$1,000 in hardware purchases last year while almost 90% invested more than \$100 on software.

80 Micro readers are price conscious.

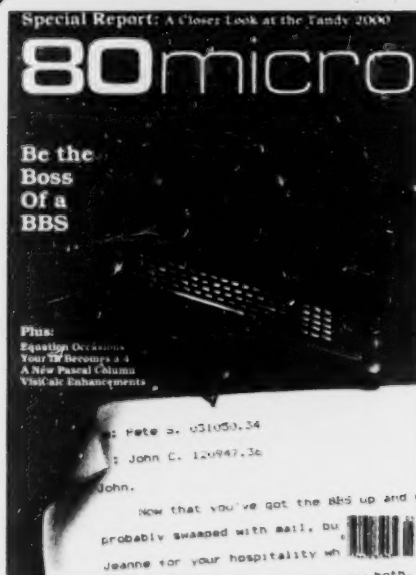
70% make their purchases through mail order offers like those in *80 Micro*.

This all adds up to more exposure for your ads. More than any TRS-80 information source can offer. *80 Micro* is "the largest book" on the market because the editorial content is geared to the practical uses TRS-80 owners are looking for.

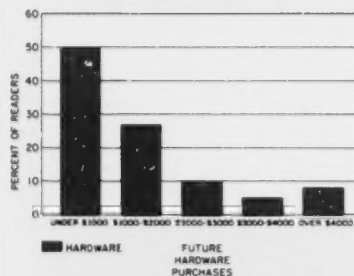
The average mean income of 80 Micro readers is \$34,550 annually.



More than 43% 80 Micro readers own Model IIIs, 37% own Model Is and 20% own Model 4s.



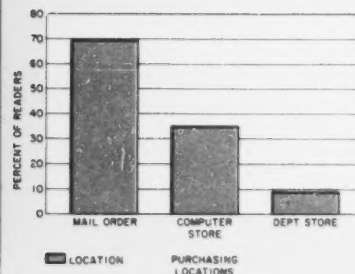
80 Micro: The Magazine for TRS-80 Users



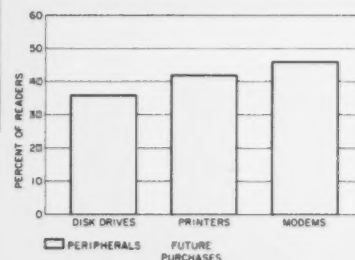
50% plan to spend \$1,000 or more on hardware next year.



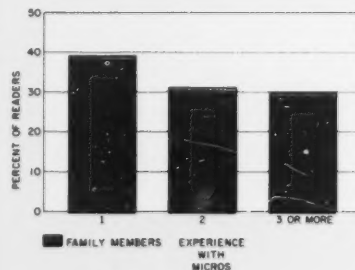
CW Communications/Peterborough, Inc.
Corporate Office: 60 Pine St., Peterborough, NH 03458 (603) 924-9471
West Coast Office: 1060 Marsh Rd., Menlo Park, CA 94025 (415) 328-3470
1-800-441-4405



70% buy from mail order.



Over 36% 80 Micro readers plan to buy disk drives next year. While 42% will buy modems and 46% plan to purchase printers.



Three or more family members of 80 Micro readers use computers.

**1983 Computing Market Ad Revenue
By Product Class***



*Calendar year 1983 figures published in the 1983 *Folio:AdGuide*, and furnished by C Systems, Ltd., P.O. Box 637, Ridgefield, Ct. 06877.

CBS  **MAGAZINES**

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

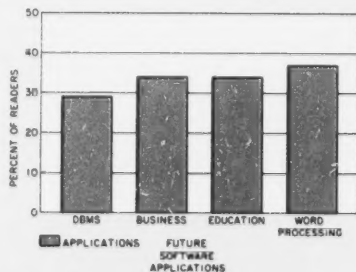
Determining major computer purchases at work is the responsibility of 87% of all MICROCOMPUTING readers.

Microcomputing is the practical journal of advanced computing, read by 70,000 highly-influential members of the computer profession. Most are in technical or data processing positions.

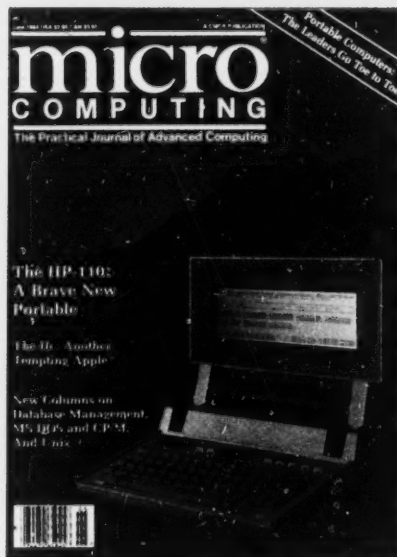
65% of *Microcomputing's* readers will buy a new or additional disk drive this year. 53% are shopping for printers. Another 36% anticipate buying modems.

Nearly 35% will purchase general business/accounting, and education software within the next year.

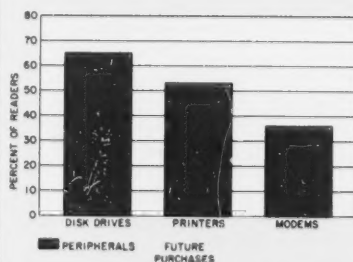
Microcomputing consumers are also big investors. Their average income is \$39,050. 33% currently spend more than \$2,000 per year on hardware, while 41% anticipate spending at least that much over the next 12 months. In addition, 80% say they will soon spend as much as \$1,000 for software.



While nearly 40% own word processing applications, more than 30% of the readers are shopping for general business/accounting, and education software.



Microcomputing: The Practical Journal of Advanced Computing



More than 50% of Microcomputing readers own disk drives and printers, and plan to buy new or additional models within the next year.



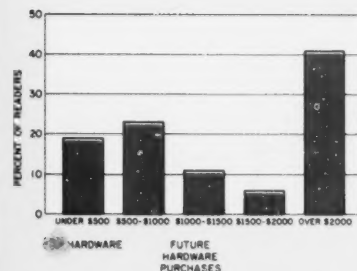
**A PUBLICATION OF
CW COMMUNICATIONS**

CW Communications/Peterborough, Inc.

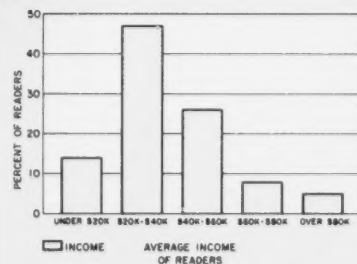
Corporate Office
60 Pine St.
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West Coast Office
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Menlo Park, CA 94025
(415) 328-3470

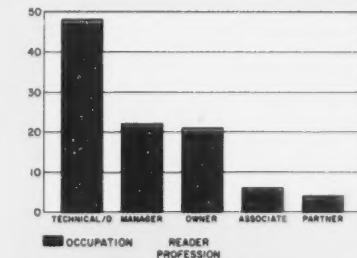
1-800-441-4403



41% plan to spend at least \$2,000 for hardware next year.



The average annual income of Microcomputing readers is \$39,050.



Key readers of Microcomputing are computer technicians, data processing professionals, company managers, and business owners.

Computing

Ad Pages	
1 Byte	4,330
2 PC	4,283
3 InfoWorld	2,746
4 Personal Computing	2,427
5 80 Micro	2,206
6 Creative Computing	2,144
7 PC World	2,080
8 Softalk	1,934
9 COMPUTE!	1,789
10 Popular Computing	1,488
11 Computers & Electron.	702
Total	26,129

% Chg. Ad Pages (1982/1983)	
(%)	
1 Popular Computing	83.7
2 COMPUTE!	48.5
3 Personal Computing	30.6
4 Creative Computing	27.6
5 InfoWorld	22.7
6 Byte	8.2
7 Computers & Electron.	0.3
8 PC	ne
9 PC World	ne
10 Softalk	ne
11 80 Micro	-12.2

Net Chg. Ad Pages (1982/1983)	
1 Popular Computing	678
2 COMPUTE!	584
3 Personal Computing	569
4 InfoWorld	508
5 Creative Computing	464
6 Byte	329
7 Computers & Electron.	2
8 PC	ne
9 PC World	ne
10 Softalk	ne
11 80 Micro	-306
Total	2,828

Avg. Ad Pages/Copy	
1 PC	389
2 Byte	361
3 Personal Computing	202
4 PC World	189
5 80 Micro	184
6 Creative Computing	179
7 Softalk	161
8 COMPUTE!	149
9 Popular Computing	124
10 Computers & Electron.	59
11 InfoWorld	54

Ad Revenue (\$000)	
1 Byte	26,635
2 PC	16,000
3 Personal Computing	14,489
4 Creative Computing	8,301
5 Computers & Electron.	7,328
6 InfoWorld	7,303
7 PC World	5,608
8 Popular Computing	5,280
9 Softalk	4,819
10 COMPUTE!	4,485
11 80 Micro	3,121
Total	103,369

% Chg. Ad Revenue (1982/1983)	
(%)	
1 Personal Computing	190.3
2 Popular Computing	181.9
3 COMPUTE!	142.7
4 InfoWorld	100.1
5 Creative Computing	86.4
6 Byte	41.7
7 Computers & Electron.	8.9
8 80 Micro	5.2
9 PC	ne
10 PC World	ne
11 Softalk	ne

Net Chg. Ad Revenue (1982/1983)	
1 Personal Computing	9,498
2 Byte	7,841
3 Creative Computing	3,849
4 InfoWorld	3,653
5 Popular Computing	3,407
6 COMPUTE!	2,637
7 Computers & Electron.	599
8 80 Micro	155
9 PC	ne
10 PC World	ne
11 Softalk	ne
Total	31,639

Avg. Edit. Pgs./Copy	
1 Byte	244
2 PC	240
3 80 Micro	214
4 Creative Computing	153
5 PC World	142
6 Softalk	139
7 COMPUTE!	132
8 Popular Computing	126
9 Personal Computing	125
10 Computers & Electron.	73
11 InfoWorld	33

n/a = not applicable
ne = not estimated

PLAYBOY:

The Right Byte.

PLAYBOY is number one in efficiency against the top 10 competitors in reach of men who own or purchased a home/personal computer.

Nobody knows men
better than PLAYBOY.

Source: MRI, Spring 1984. © 1984 by Playboy.

Selling to dedicated Apple users?

110,000 of them
will see your product in
inCider.

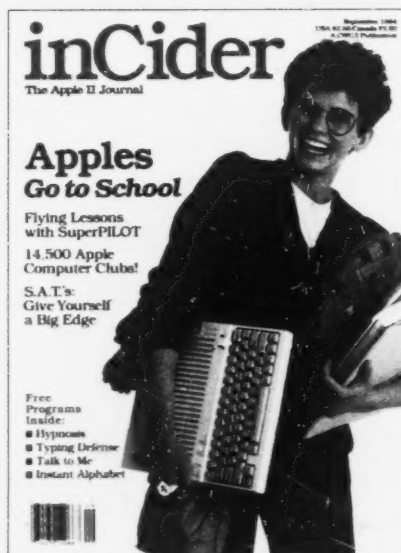
inCider, the Apple II journal, is where dedicated Apple users turn for reliable information.

More than 90% of *inCider*'s 110,000 readers own Apple or Apple compatible computers, and most use them in the comfort of their home. In fact, 67% say their computers are operated by more than one member of the family.

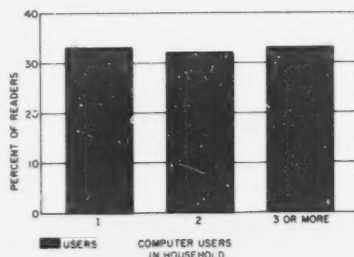
With an average income of \$42,500, *inCider* readers plan to spend up to \$1,000 annually for software. 54% plan to purchase new or additional utility and programming software.

Hardware investments are also on the horizon for *inCider* readers. 52% plan to spend between \$250 and \$1,000 over the next year. 48% say they will soon be shopping for modems.

And *inCider* readers don't leave their consumer wisdom at home. Many are business professionals, ready to buy quality products. 64% say they influence computer-related purchases where they work.



inCider: The Apple II Journal



In 67% of *inCider* homes, more than one family member is a computer user.

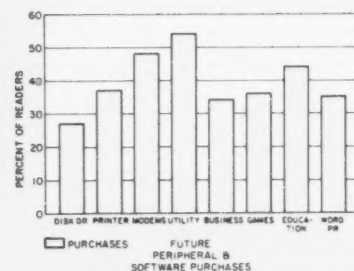


CW Communications/Peterborough, Inc.

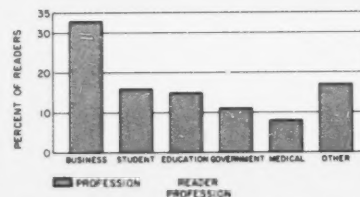
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West Coast Office
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54% of the readers will soon purchase utility software, while 48% of the hardware shoppers will be buying modems.



One-third of *inCider*'s readers are business professionals.



% OF READERS WHO INFLUENCE CORPORATE BUYING DECISIONS

64% of *inCider* readers influence computer-related buying decisions where they work.

COMPUTING FOR BUSINESS **INTERFACE AGE**

Established 1975

CAPTURE PC BUSINESS BUYERS EACH MONTH!

Reader & Company Demographics

- 71% have at least a 4-year college degree
- Average annual household income \$44.2K
- 73% use computers at work
- Average computer usage time at work is 15 hrs./wk.
- 79% have company sales to \$50 million
- 90.6% have under 1,000 employees

Planned Purchases

- 70% software
- 52% hardware
- 68% peripherals

**WE deliver executive level
management who get down
to business with computers!**

Let us prove it—call today

1-800-423-6665

(OUTSIDE CALIFORNIA)

(213) 926-9544 (IN CALIFORNIA)

Computing (continued)

Average Circulation

1 Computers & Electron.	487,432
2 Personal Computing	430,540
3 Byte	385,380
4 Popular Computing	263,926
5 COMPUTE!	242,809
6 Creative Computing	237,234
7 Softalk	152,070
8 PC	124,045
9 80 Micro	123,970
10 PC World	115,143
11 InfoWorld	95,500
Total	2,658,049

% Chg. Avg. Circ. (1982/1983)

1 COMPUTE!	155.7
2 Popular Computing	84.7
3 Personal Computing	83.3
4 InfoWorld	62.1
5 Byte	35.7
6 Creative Computing	34.3
7 Computers & Electron.	18.9
8 80 Micro	16.7
9 PC	ne
10 PC World	ne
11 Softalk	ne

Net Chg. Avg. Circ. (1982/1983)

1 Personal Computing	195,720
2 COMPUTE!	147,084
3 Popular Computing	121,061
4 Byte	101,440
5 Computers & Electron.	77,544
6 Creative Computing	60,544
7 InfoWorld	36,587
8 80 Micro	17,467
9 PC	ne
10 PC World	ne
11 Softalk	ne
Total	757,447

Avg. Newsstand Circ.

1 COMPUTE!	152,844
2 Computers & Electron.	117,557
3 Creative Computing	117,329
4 Byte	114,229
5 Popular Computing	92,829
6 Personal Computing	75,900
7 PC	68,152
8 PC World	62,608
9 80 Micro	47,117
10 Softalk	18,487
11 InfoWorld	12,005
Total	879,057

Total Revenue (ad rev. + circ. rev.)

(\$000)

1 Byte	36,642
2 Personal Computing	21,414
3 PC	19,383
4 Creative Computing	15,212
5 Computers & Electron.	14,467
6 COMPUTE!	10,870
7 InfoWorld	10,450
8 Popular Computing	10,129
9 PC World	8,851
10 80 Micro	7,510
11 Softalk	6,507
Total	161,435

% Chg. Total Revenue (1982/1983)

1 COMPUTE!	150.5
2 Personal Computing	150.5
3 Popular Computing	131.1
4 InfoWorld	94.3
5 Creative Computing	65.0
6 Byte	44.8
7 80 Micro	25.9
8 Computers & Electron.	20.8
9 PC	ne
10 PC World	ne
11 Softalk	ne

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 PC	629
2 Byte	605
3 80 Micro	398
4 Creative Computing	332
5 PC World	331
6 Personal Computing	327
7 Softalk	301
8 COMPUTE!	281
9 Popular Computing	250
10 Computers & Electron.	132
11 InfoWorld	87

% Chg. News. Circ. (1982/1983)

(%)

1 COMPUTE!	164.5
2 Popular Computing	110.6
3 Creative Computing	106.2
4 Byte	61.0
5 InfoWorld	52.1
6 Personal Computing	37.9
7 80 Micro	37.5
8 Computers & Electron.	15.9
9 PC	ne
10 PC World	ne
11 Softalk	ne

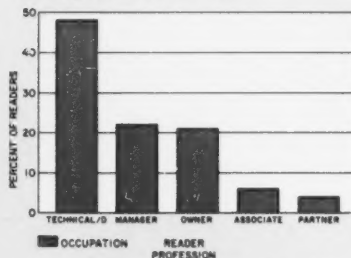
n/a = not applicable
ne = not estimated



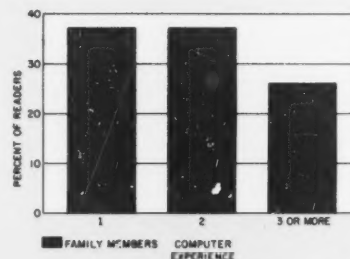
Microcomputing:
The Practical Journal
of Advanced Computing

INFLUENCE THE INFLUENTIAL. MICROCOMPUTING.

Readers of *Microcomputing* are some of the most knowledgeable people in the computer profession. Because of their expertise, 87% of them influence computer-related purchasing decisions at work.



They own one or more of a variety of computers, from a wide range of microcomputer hardware manufacturers.



**A PUBLICATION OF
CW COMMUNICATIONS**

CW Communications/Peterborough, Inc.

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Why are so many people spending so much money for this magazine?

For the same reason they spent \$186 million last year on microcomputers. And \$90 million on applications software.

Because *Creative Computing's* 305,000 primary readers are serious, involved microcomputing enthusiasts. And they buy *Creative Computing* for only one reason: what's in it.

More than 1500 pages of product reviews last year. Nearly 200 software reviews. 117 hardware reviews. Reviews picked up by *Business Systems Update* 38 times!

The quality and quantity of *Creative Computing's* editorial attracts only the most active buyers on the market. Which is why our paid subscriber base has grown steadily. And why tens of thousands of readers have paid \$24.97 for their subscriptions.

Creative Computing readers aren't investing in just any magazine. They're investing in pages of important buying information. And then they're investing in your products.

**If you're selling business products,
Creative Computing means business.**

Ziff-Davis Publishing Company
One Park Avenue, New York, N.Y. 10016
(212) 503-5010



Computing (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1	Computers & Electron.	369,876		1	Personal Computing	174,875	
2	Personal Computing	354,640		2	Popular Computing	72,318	
3	Byte	271,151		3	Computers & Electron.	61,405	
4	Popular Computing	171,098		4	Byte	58,150	
5	Creative Computing	119,905		5	COMPUTE!	52,029	
6	COMPUTE!	89,966		6	InfoWorld	32,473	
7	InfoWorld	83,495		7	80 Micro	4,612	
8	80 Micro	76,853		8	Creative Computing	105	
9	PC	55,893		9	PC	ne	
10	PC World	52,535		10	PC World	ne	
11	Softalk	51,835		11	Softalk	ne	
Total		1,697,247		Total		455,967	

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983)	
			(%)				(%)
1	Byte	5,587		1	COMPUTE!	4,585	
2	Computers & Electron.	5,051		2	Byte	4,421	
3	Personal Computing	4,307		3	Creative Computing	4,153	
4	Creative Computing	2,758		4	Popular Computing	2,785	
5	80 Micro	2,375		5	Personal Computing	2,619	
6	InfoWorld	2,254		6	PC	2,212	
7	Popular Computing	2,064		7	Computers & Electron.	2,088	
8	COMPUTE!	1,799		8	PC World	2,066	
9	PC World	1,177		9	80 Micro	2,013	
10	PC	1,171		10	InfoWorld	893	
11	Softalk	1,023		11	Softalk	666	
Total		29,566		Total		28,501	

n/a = not applicable
ne = not estimated

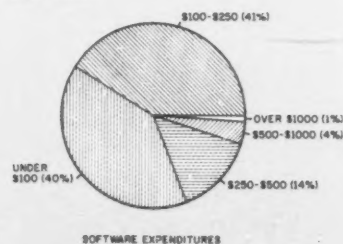
The HOT CoCo market: Well-educated color computer owners. Professional. Ready to buy.



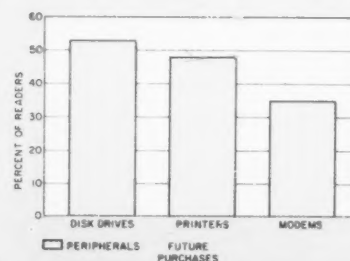
Read by users of Radio Shack TRS-80 color computers

HOT CoCo is read by over 100,000 dedicated users of Radio Shack's TRS-80 color computer.

Each year, 83% of the HOT CoCo readership spends up to \$1,000 for hardware.



55% currently spend between \$100 and \$500 annually for software.



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SHAPING A MARKET



*Editorial ...
reflection of
a marketplace.*

Eastman Publishing.....a company dedicated to shaping and building the high technology retail marketplace through its editorial products: COMPUTER MERCHANDISING, SOFTWARE MERCHANDISING, and COMPUTER MERCHANDISING INTERNATIONAL.

COMPUTER MERCHANDISING, Eastman's initial publication, set the standard for subsequent Eastman efforts, using the "case history" approach as a how-to sales tool for the retailers of business computers, software and peripherals. Product issues, marketing trends and merchandising aids are covered in-depth with every issue.

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COMPUTER MERCHANDISING INTERNATIONAL, Eastman's third publication, covers the Western European retail computer market. Eastman's commitment to editorial coverage is reflected in three separate French, German and English editions.

Eastman Publishing, since its inception has created a publishing environment unique in the high technology retail market – where comprehensive and insightful editorial serves the true needs of the distribution network for high technology products.

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Magazine Profiles

Byte

The Small Systems Journal

McGraw-Hill Publications Company
79 Main Street
Peterborough, NH 03458
(603) 924-9281
Year founded: 1976
Published: Monthly

Publisher: Gene Simpson
Advertising Director: Peter Huestis
Other key contacts: Deborah Porter, Advertising Supervisor; Dan Rodrigues, Business Manager; Greg Spitzfaden, Circulation Director; Doug Webster, Director of Public Relations

Editorial Description: Byte is a magazine edited for knowledgeable microcomputer owners and users for both business and personal applications. Byte explores a different theme each month in depth and also provides a variety of feature articles that emphasize new technology, describe innovative applications of personal computers, and give previews of major new hardware and software products. Reviews provide formal appraisal of machines, peripherals, languages, applications programs, programming tools and operating systems.

Member: ABC
Primary SRDS Classification: No. 10A

COMPUTE!

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
Greensboro, NC 27408
(919) 275-9809
Year founded: 1979
Published: Monthly

Publisher: Gary R. Ingersoll
Advertising Director: Kenneth J. Woodard
Editorial Description: COMPUTE! is devoted to

the application of personal computers in home, educational and other consumer settings. Edited for users and others ranging from novice to advanced. Content centers on personal computer products from Atari, Inc.; Apple, Inc.; Commodore Business Machines, Inc., and other consumer computer manufacturers. Regular features include "The World Inside the Computer," edited for parents and children with computers; "Telecommunications," exploring use of personal computers in larger networks; "Computers and Society," exploring present and future impact of personal computers on society; articles and computer programs devoted to use and application in home, educational and business; scientific environments.

Member: ABC
Primary SRDS Classification: No. 10A

Computers & Electronics

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 725-3939
Year founded: 1954
Published: 12x per year

Publisher: William S. David

Editorial Description: Computers & Electronics covers developments in microcomputer technology, hardware, and software. It is edited for people setting up and expanding their business and professional microsystems, as well as for the advanced and committed home user.

Member: ABC
Primary SRDS Classification: No. 10A

Creative Computing

AHL Computing, Inc.
One Park Avenue
New York, NY 10016
(212) 725-3446

Year founded: 1974
Published: 12x per year

Publisher: Claude Sheer

Editorial Description: Creative Computing magazine contains in-depth evaluations of computers, peripherals and software; articles by thinkers and doers in the field, and a diversity of applications and software that run directly on most small computers. Applications and programming techniques are published for the various levels of expertise. New ideas in the field are published in such a way that a business manager, a student, or a corporate executive can understand and use them.

Member: BPA
Primary SRDS Classification: No. 10A

80 Micro

CW Communications/Peterborough, NH
Elm Street
Peterborough, NH 03458
(603) 924-9471
Year founded: 1980
Published: Monthly (12x per year)

Publisher: Patrick McGovern
Advertising Director: Steven Twombly
Other key contacts: David Schissler, Director of Sales and Marketing

Editorial Description: 80 Micro is for microcomputerists at all levels of experience, whether for business, education, science or the home. It centers on the TRS-80 computer system, providing a range of user software, evaluations of the accessories available, and instruction on the use and development of the system. Articles are aimed at helping the non-data processing businessman cope with this new breed of low cost computer and what it can do.

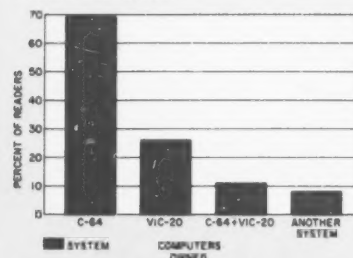
Member: ABC
Primary SRDS Classification: No. 10A

Sell your product to 200,000 Commodore owners.

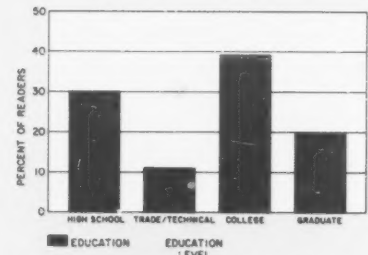


The Commodore 64 and VIC-20 magazine

More than 193,000 owners of Commodore 64 and VIC-20 computers rely on *RUN* magazine each month. *RUN* is one of America's hottest-selling computer publications, reaching consumers whose average income is \$33,650.



69% of *RUN*'s readers own a Commodore 64, another 26% own a VIC-20, and 11% have both.



59% of the *RUN* readership have received a college or graduate school degree.



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Computing (continued)

InfoWorld

Popular Computing Inc.
1060 Marsh Road, Suite C-200
Menlo Park, CA 94025
(415) 328-4602
Year founded: 1980
Published: 51x per year

President: Thomas H. Kothman
Other key contacts: Roger A. Leen, Director, Advertising Sales; Bruce A. Frymire, Director, Corporate Marketing

Editorial Description: InfoWorld is edited for microcomputer users. The magazine is divided into five sections covering applications (Using Micros), computer-to-computer communications (Communicating), programs (Software), computers and peripherals (Hardware), and the companies and people that make and sell microcomputers (The Industry). InfoWorld features news and important opinions in front of the magazine each week and sets the standard for product reviews in the microcomputer industry.

Member: ABC
Primary SRDS Classification No. 10A

PC

The Independent Guide to IBM Personal Computers

PC Communications Corporation
One Park Avenue
New York, NY 10016
(212) 725-7947
Year founded: 1981
Published: 26x per year (as of 1/84)

Publisher: Jeff Weiner

Editorial Description: PC addresses the needs and interests of IBM Personal Computer (PC) and PC-XT owners and users. It explores software peripherals, and applications for the PC and PC-compatible computers.

Member: BPA
Primary SRDS Classification No. 10A

PC World

PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415) 861-3861
Year founded: 1983
Published: Monthly

Publisher: David Bunnell

Editorial Description: PC World is the personal computer magazine for users of IBM-standard personal computers. Written for both technical and non-technical readers, its content covers state-of-the-art developments, software and hardware reviews, user profiles and general news of interest to the PC community.

Member: BPA
Primary SRDS Classification No. 10A

Personal Computing

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6165/66/67
Published: Monthly

Publisher: Robert J. Lydon
Advertising Director: Robert P. Pavone

Editorial Description: Personal Computing has an editorial content designed to serve people whose curiosity about the benefits of personal computer use is developing into serious interest and active involvement. Articles and features serve that level of interest and involvement without demanding years of experience or advanced knowledge of the technology.

Member: ABC
Primary SRDS Classification No. 10A

Popular Computing

McGraw-Hill Publications Company
70 Main Street
Peterborough, NH 03458
(603) 924-9281

Published: Monthly

Publisher: Gene Simpson
Advertising Director: William J. Boyle
Other key contacts: Barbara Hoy, Advertising Supervisor; Dan Rodrigues, Business Manager; Greg Spitzfaden, Circulation Director; Doug Webster, Director of Public Relations

Editorial Description: Popular Computing is a consumer publication that explains and puts into perspective the technology, capabilities of microcomputers, software and peripherals. It is written in easy-to-understand language for readers who seek a clear understanding and evaluation of the applications of microcomputers in business, home and education.

Member: ABC
Primary SRDS Classification No. 10A

Softalk

Softalk Publishing Inc.
7250 Laurel Canyon Boulevard
North Hollywood, CA 91605
(818) 980-5074
Year founded: 1980
Published: Monthly

Publisher: Al Tommervik
Other key contacts: Mike Antich, Randie James, West Coast Sales; Ted Rickard, John Bollweg, Midwest/Rocky Mountain Sales; Ian Ross, East Coast Sales

Editorial Description: Softalk contains software and hardware reviews, tutorial columns, applications, articles, news and feature articles directed towards the Apple computer owner/user. Technical information is contained in the editorials, but it is always presented in an interesting and easily read style. Each month there are regular departments, feature articles and full editorials. Softalk editorial covers business, personal and educational information. Every issue of Softalk has an article on the executives of a company within the computer industry; their goals and discussions relating to the direction of this industry are presented.

Primary SRDS Classification No. Business-5A

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

Culinary

MARKET NEWSLINE•MARKET NEWSLINE•MARKET

'83 IS FEAST VS. '82...

Four market books gain a collective \$12 million over 1982.

Market carried 217 more ad pages in '83 compared with '82's net loss of 7 pages vs. prior year.

Average circulations rebound as market gains 266,478 subscriptions vs. last year's loss of a collective 82,881.

Newsstand circ remains off, losing 25,895 units.

DUE LARGELY TO THESE DELICACIES...

Food & Wine sets growth pace in total revenues, circulation, ad and circulation revenues.

Cuisine tops off market in ad page growth.

Total revenue runner-up *Gourmet* gains most ad pages vs. '82.

Bon Appetit is the main course in all 8 of our absolute measurements, including total revenues, ad pages and circulation.

Culinary

Ad Pages

1 Bon Appetit	1,016
2 Gourmet	932
3 Cuisine	533
4 Food & Wine	469
Total	2,950

% Chg. Ad Pages (1982/1983)

1 Cuisine	15.4
2 Food & Wine	13.5
3 Gourmet	10.7
4 Bon Appetit	-0.1

Net Chg. Ad Pages (1982/1983)

1 Gourmet	90
2 Cuisine	-72
3 Food & Wine	56
4 Bon Appetit	-1
Total	217

Avg. Ad Pages/Copy

1 Bon Appetit	85
2 Gourmet	78
3 Cuisine	44
4 Food & Wine	39

Ad Revenue (\$000)

1 Bon Appetit	20,669
2 Gourmet	12,086
3 Cuisine	8,088
4 Food & Wine	4,863
Total	45,706

% Chg. Ad Revenue (1982/1983)

1 Food & Wine	82.6
2 Cuisine	17.7
3 Gourmet	14.8
4 Bon Appetit	13.8

Net Chg. Ad Revenue (1982/1983)

1 Bon Appetit	2,509
2 Food & Wine	2,200
3 Gourmet	1,562
4 Cuisine	1,215
Total	7,486

Avg. Ed't. Pgs./Copy

1 Gourmet	98
2 Bon Appetit	66
3 Cuisine	64
4 Food & Wine	53

Average Circulation

1 Bon Appetit	1,300,494
2 Cuisine	775,818
3 Gourmet	626,527
4 Food & Wine	489,924
Total	3,192,763

% Chg. Avg. Circ. (1982/1983)

1 Food & Wine	42.3
2 Cuisine	8.8
3 Bon Appetit	3.2
4 Gourmet	-1.3

Net Chg. Avg. Circ. (1982/1983)

1 Food & Wine	145,663
2 Cuisine	62,611
3 Bon Appetit	40,706
4 Gourmet	-8,396
Total	240,584

Avg. Newsstand Circ.

1 Bon Appetit	180,573
2 Gourmet	139,473
3 Cuisine	73,808
4 Food & Wine	14,771
Total	408,625

Total Revenue (ad rev. + circ. rev.) (\$000)

1 Bon Appetit	39,092
2 Gourmet	23,423
3 Cuisine	17,735
4 Food & Wine	12,336
Total	92,586

% Chg. Total Revenue (1982/1983)

1 Food & Wine	64.2
2 Cuisine	16.0
3 Bon Appetit	9.4
4 Gourmet	8.2

Avg. Total Pgs./Copy (ad pages + edit. pages)

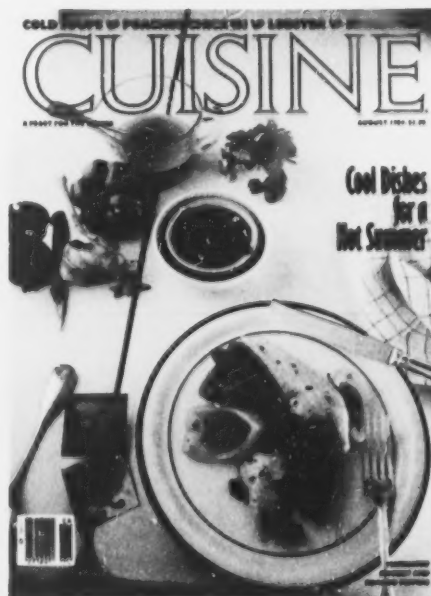
1 Gourmet	176
2 Bon Appetit	150
3 Cuisine	109
4 Food & Wine	92

% Chg. News. Circ. (1982/1983)

1 Food & Wine	94.1
2 Bon Appetit	-3.7
3 Cuisine	-6.3
4 Gourmet	-13.2

CBS MAGAZINES PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



Culinary (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1 Bon Appetit	1,119,921	1 Food & Wine	41.1	1 Food & Wine	138,502	1 Food & Wine	7,161
2 Cuisine	702,010	2 Cuisine	10.7	2 Cuisine	67,587	2 Cuisine	-4,976
3 Gourmet	487,054	3 Bon Appetit	4.4	3 Bon Appetit	47,634	3 Bon Appetit	-6,929
4 Food & Wine	475,153	4 Gourmet	2.7	4 Gourmet	12,755	4 Gourmet	-21,151
Total	2,784,138			Total	266,478	Total	-25,895

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983)	
			(%)				(%)
1 Bon Appetit	14,089	1 Food & Wine	51.2	1 Bon Appetit	4,334	1 Food & Wine	152.3
2 Gourmet	7,990	2 Cuisine	16.5	2 Gourmet	3,347	2 Cuisine	7.1
3 Cuisine	7,876	3 Gourmet	8.2	3 Cuisine	1,771	3 Bon Appetit	0.5
4 Food & Wine	7,127	4 Bon Appetit	6.2	4 Food & Wine	346	4 Gourmet	-10.4
Total	37,082			Total	9,798		

Magazine Profiles

Bon Appetit

Bon Appetit Publishing Corporation
2 Grand Central Tower
140 East 45th Street
New York, NY 10017
(212) 687-1255
Published: Monthly

Publisher: Robert S. Phelps
Advertising Director: George B. Dippy
Other key contacts: Mark Davis, Eastern Manager; Robert J. Nordloh, Midwestern; Richard J. Splittorf, Western

Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five

monthly columns are based on recipes and food and wine queries contributed by readers themselves. The lifestyle of this intensely involved, affluent audience puts them in the vanguard of quality consumers.

Member: ABC

Primary SRDS Classification No. 18

Cuisine

The Magazine of Fine Food and Creative Living

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1972
Published: Monthly

Publisher: Anne Sutherland Fuchs
Advertising Director: Peter Clancey
Other key contacts: Kevin Landers, Eastern Manager

Editorial Description: Cuisine presents a culinary

adventure: with articles on food, wine, travel and entertainment. Articles cover exciting fare from far-off lands; a traveler's must-sees; restaurant reviews across the country and around the world; the news on new vintages; celebrity interviews and entertaining ideas for various occasions: from Sunday brunches to epicurean extravaganzas with complete menus, table settings and serving suggestions.

Member: ABC

Primary SRDS Classification No. 18

Food & Wine

The Guide to Good Taste

The International Review of Food & Wine Associates
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

(continued on page 242)



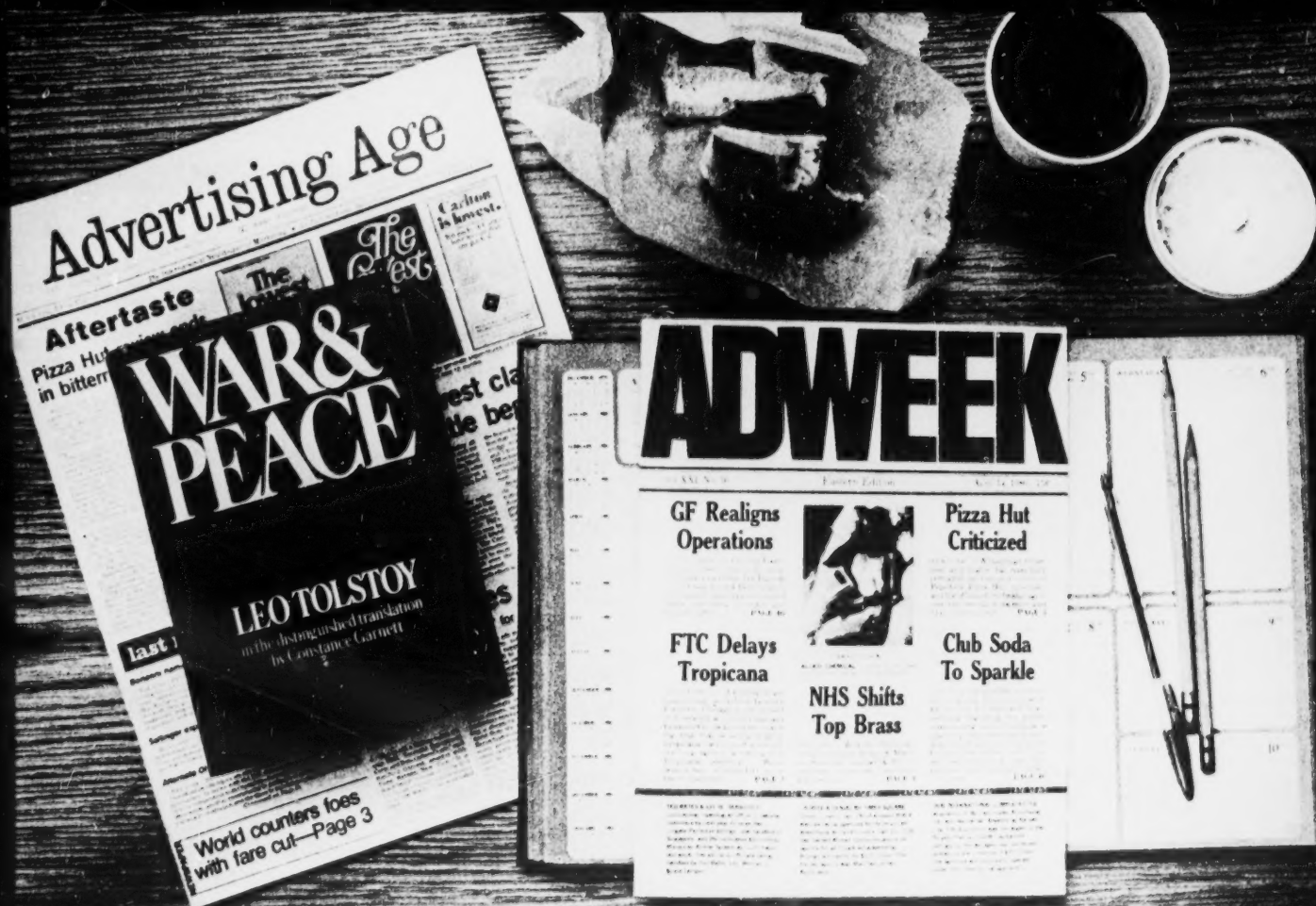
PLAYBOY:

Pours Prestige.

PLAYBOY men drink more than 1 of every 4 glasses of cognac consumed by men.

Nobody knows men better than PLAYBOY.

Source: MRI, Spring 1984. © 1984 by Playboy.



Which would *you* read first on Monday morning?

War & Peace?

Probably not, if you're a busy advertising professional.

On any hectic Monday morning, you'd read ADWEEK first. Because it's concise and to-the-point. An efficient part of your business life. An effective advertising medium.

ADWEEK alone recognizes two significant facts about your industry—

1. Local trade news is usually much more important than national news. (It's about immediate business opportunities, your competitors and your friends.)

2. Nobody likes to wade through somebody else's local news.

So The ADWEEK Network was created as five magazines that all look alike but are very different. Local editors in New York, Chicago, Los Angeles, Dallas

and Atlanta choose the right combination of local and national news for each region.

The idea works. Research has shown again and again that ADWEEK gets higher readership scores than any other advertising trade publication. That's why advertisers find it so effective.

If you want to reach the people who make things happen in American advertising, put your advertising in ADWEEK.

It will be read first on Monday morning. And read by a lot of people who plan to read *War & Peace* but haven't started yet.

For rates and more information, just call your ADWEEK Representative.

In New York call (212) 661-8080. Chicago (312) 467-6500. Los Angeles (213) 384-7100.

Dallas (214) 747-2385.

Atlanta (404) 881-6442.

The
ADWEEK
Network

For The New Age In Advertising

General Interest

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

IT'S A BIG POND...

Twenty four titles make up largest Folio:400 dollar and circ market — \$2.4 billion in total revenues, over 74 million total circulation.

WITH THE INDUSTRY'S BIGGEST FISH...

Weekly giant *TV Guide* records most total revenues, ad dollars and pages, sub dollars, and newsstand circ and revenues.

Largest circulation belongs to *Reader's Digest*. Monthly also tops market in subscriptions by nearly 7 million copies.

People achieves 2nd highest total revenues and ad dollars; grows fastest in subscription circulation, revenues.

National Geographic's subscription-only circulation is far-reaching 10.5 million.

Feisty *New Yorker* is market runner-up in ad pages.

National Enquirer finishes 2nd in newsstand sales, revenues.

AND SOME HUNGRY SMALLER ONES, TOO...

Esquire grows fastest in ad pages, total revenues.

The Atlantic, with 2nd best total revenue jump, is ad revenue growth leader.

Ebony leads pack in circulation growth vs. '82, readying for 40th anniversary celebration in '85.

Smithsonian boasts meteoric newsstand circulation and revenue hikes, nearly tripling each.

General Interest

Ad Pages		% Chg. Ad Pages (1982/1983)	(%)	Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 TV Guide	3,644	1 Esquire	61.1	1 Esquire	476	1 Esquire	105
2 The New Yorker	3,637	2 GEO	54.2	2 Jet	180	2 Yankee	95
3 People Weekly	3,449	3 The Atlantic	41.8	3 The Atlantic	152	3 Ebony	88
4 National Enquirer	1,404	4 Jet	21.5	4 GEO	120	4 Reader's Digest	86
5 Esquire	1,255	5 Life	17.8	5 Life	111	5 Smithsonian	78
6 Rolling Stone	1,172	6 National Geographic	10.8	6 Rolling Stone	76	6 The New Yorker	70
7 Yankee	1,135	7 Ebony	7.3	7 Ebony	72	7 TV Guide	69
8 Ebony	1,051	8 Rolling Stone	6.9	8 Globe	35	8 People Weekly	68
9 Reader's Digest	1,033	9 Globe	5.0	9 National Examiner	28	9 Life	61
10 Jet	1,013	10 National Examiner	5.0	10 TV Guide	28	10 Vanity Fair	52
11 Smithsonian	940	11 TV Guide	0.8	11 National Geographic	26	11 Rolling Stone	49
12 The Star	936	12 Smithsonian	0.5	12 Smithsonian	5	12 The Atlantic	43
13 Globe	741	13 National Enquirer	0.0	13 National Enquirer	0	13 Sat. Evening Post	42
14 Life	734	14 On Cable	ne	14 On Cable	ne	14 GEO	28
15 National Examiner	596	15 The Star	0.0	15 The Star	0	15 National Enquirer	27
16 Us	545	16 Vanity Fair	ne	16 Vanity Fair	ne	16 Psychology Today	26
17 The Atlantic	515	17 Yankee	-1.0	17 Yankee	-11	17 National Geographic	22
18 Vanity Fair	515	18 Sat. Evening Post	-3.1	18 Grit	-12	18 Us	21
19 Sat. Evening Post	380	19 People Weekly	-3.3	19 Sat. Evening Post	-12	19 Jet	19
20 GEO	341	20 Grit	-3.9	20 Us	-55	20 The Star	18
21 Psychology Today	308	21 Reader's Digest	-5.5	21 Reader's Digest	-60	21 On Cable	15
22 Grit	296	22 The New Yorker	-6.8	22 Psychology Today	-99	22 Globe	14
23 National Geographic	264	23 Us	-9.2	23 People Weekly	-118	23 National Examiner	11
24 On Cable	183	24 Psychology Today	-24.4	24 The New Yorker	-265	24 Grit	6
Total	26,087			Total	677		

n/a = not applicable
ne = not estimated

Magazine Profiles

The Atlantic

The Atlantic Monthly Co.
8 Arlington Street
Boston, MA 02116
(212) 687-2424; (617) 536-9500 (Ad Sales)
Year founded: 1857
Published: Monthly

Publisher: David Auchincloss
Advertising Director: Susannah Pask, Vice President
Other key contacts: Jim Sheridan, Vice President
National Advertising Director

Editorial Description: The Atlantic, The Magazine of Public Affairs and the Arts, addresses the contemporary issues of our world through reporting, commentary, criticism, humor, fiction and poetry.

Member: ABC

Primary SRDS Classification No. 22

Ebony

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: 12x per year

Publisher: John H. Johnson
Advertising Director: Dennis H. Boston, Vice President
Other key contacts: Lincoln T. Hudson, Senior Vice President; Jerry Johnson, Senior Vice President; Sandy Sims, Vice President; Vernon Wright, Vice President

Editorial Description: Ebony is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with

education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Photo-Editorial," "Sounds" (record review), "Ebony Book Shelf," and "Date With a Dish" (culinary art). The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC

Primary SRDS Classification No. 22

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Publisher: Alan Greenberg
Advertising Director: Alan Greenberg
Other key contacts: Phillip Moffitt, President; Wilma Jordan, General Manager; Julie Lewit, Vice President; William Longley, Vice President; Mike Trainor, Vice President

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, personal profiles and fiction.

Member: ABC

Primary SRDS Classification No. 30

GEO

Knapp Communications Corporation
5900 Wilshire Boulevard
Los Angeles, CA 90036
Published: Monthly

Publisher: John F. Grant (NY)
Advertising Director: Bruce Lennox
Other key contacts: Mary Ann Falco, Advertising & Production Services Manager

Editorial Description: GEO celebrates the world, from the deep rhythms of nature to the conscious works of man. The promise of our science. The revelations of our art. The zest of our adventures and explorations and pleasures.

Member: ABC

Primary SRDS Classification No. 22

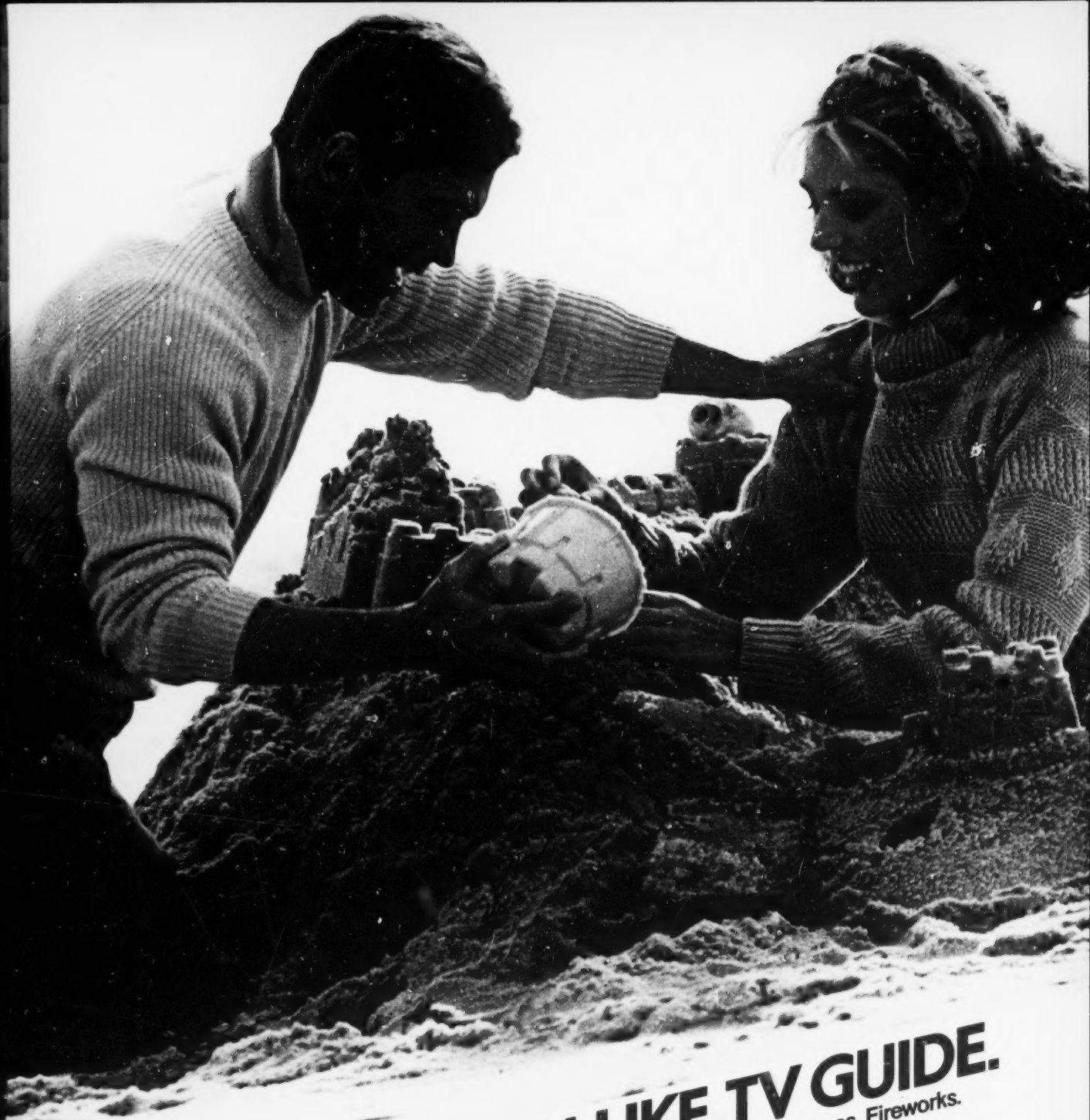
Globe

Globe International Inc.
1440 St. Catherine West, Suite 625
Montreal, QU H3G1S2
(514) 866-7744
Published: Weekly

Publisher: Michael Rosenbloom
Advertising Director: Jack Linden
Other key contacts: Maxwell J. Seeley, Manager
Classified Advertising

Editorial Description: Globe is edited for an audience interested in a wide range of non-fictional human-interest stories, contemporary in nature, with particular emphasis on the human condition. Health, medicine, science, the occult, and news of the great and near-great in the world of entertainment, politics and business are featured. Topics relating to human success and suffering, poverty and riches, and how men and women strive to overcome obstacles and meet day-to-day contemporary challenges are featured, with

(continued)



PEOPLE LIKE YOU LIKE TV GUIDE.

There are some things our readers just can't resist. Seed catalogues. Fireworks.
Personality quizzes. French fries. And acting like little kids on the beach.
They're also pushovers for a good product that will give them their money's worth.
And we've got nearly 43 million of them.



TRIANGLE PUBLICATIONS, INC.

General Interest (continued)

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983) (%)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 TV Guide	269,422	1 The Atlantic	94.8	1 TV Guide	27,949	1 Reader's Digest	164
2 People Weekly	175,515	2 Esquire	84.0	2 People Weekly	16,196	2 National Geographic	143
3 Reader's Digest	101,649	3 GEO	70.3	3 Esquire	11,130	3 On Cable	141
4 The New Yorker	57,226	4 Jet	49.4	4 Ebony	6,677	4 TV Guide	133
5 Life	29,314	5 Ebony	29.8	5 Life	6,146	5 Vanity Fair	110
6 Ebony	29,048	6 Life	26.5	6 Rolling Stone	4,441	6 Yankee	108
7 National Enquirer	28,300	7 Rolling Stone	25.8	7 National Geographic	3,982	7 Smithsonian	93
8 National Geographic	27,379	8 National Geographic	17.0	8 Jet	2,975	8 The Atlantic	77
9 Smithsonian	25,724	9 TV Guide	11.6	9 The Atlantic	2,586	9 Life	77
10 Esquire	24,380	10 People Weekly	10.2	10 National Enquirer	2,547	10 Sat. Evening Post	70
11 Rolling Stone	21,672	11 National Enquirer	9.9	11 Smithsonian	1,603	11 Ebony	67
12 The Star	19,675	12 Yankee	9.0	12 The Star	1,450	12 The New Yorker	67
13 Us	9,261	13 The Star	8.0	13 GEO	1,087	13 GEO	65
14 Jet	9,000	14 Smithsonian	6.6	14 The New Yorker	911	14 Psychology Today	64
15 Vanity Fair	6,295	15 Grit	3.6	15 Yankee	509	15 People Weekly	58
16 Yankee	6,158	16 Sat. Evening Post	3.1	16 Globe	155	16 Rolling Stone	46
17 Psychology Today	5,450	17 Globe	3.0	17 Sat. Evening Post	117	17 National Enquirer	37
18 Globe	5,327	18 National Examiner	3.0	18 Grit	81	18 The Star	30
19 The Atlantic	5,313	19 The New Yorker	1.6	19 National Examiner	73	19 Esquire	ne
20 Sat. Evening Post	3,868	20 On Cable	ne	20 On Cable	ne	20 Globe	ne
21 GEO	2,632	21 Vanity Fair	ne	21 Vanity Fair	ne	21 Grit	ne
22 National Examiner	2,508	22 Us	-0.3	22 Us	-24	22 Jet	ne
23 Grit	2,311	23 Reader's Digest	-3.1	23 Reader's Digest	-3,211	23 National Examiner	ne
24 On Cable	2,001	24 Psychology Today	-38.9	24 Psychology Today	-3,474	24 Us	ne
Total	869,428			Total	83,906		

n/a = not applicable
ne = not estimated

CBS MAGAZINES PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



General Interest (continued)

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.			
1	Reader's Digest	18,118,068		1	Ebony	364,523	1	TV Guide	9,057,235
2	TV Guide	17,170,799		2	Jet	169,945	2	National Enquirer	4,417,780
3	Natl. Geographic	10,492,039		3	The Atlantic	126,753	3	The Star	3,598,096
4	National Enquirer	4,890,644		4	GEO	82,109	4	Globe	1,924,093
5	The Star	3,757,065		5	Esquire	79,411	5	People Weekly	1,736,245
6	People Weekly	2,741,029		6	Life	53,934	6	Reader's Digest	1,016,933
7	Globe	1,983,009		7	The Atlantic	53,436	7	National Examiner	927,791
8	Smithsonian	1,944,568		8	Yankee	46,384	8	Life	700,977
9	Ebony	1,627,184		9	GEO	26,691	9	Us	571,410
10	Life	1,522,163		10	Rolling Stone	9,628	10	Rolling Stone	259,193
11	On Cable	1,193,601		11	Us	5,696	11	Ebony	242,995
12	Us	1,097,638		12	The New Yorker	1,307	12	Jet	194,305
13	National Examiner	935,591		13	On Cable	ne	13	Grit	187,988
14	Yankee	929,191		14	Vanity Fair	ne	14	Sat. Evening Post	162,656
15	Psychology Today	882,951		15	National Examiner	-483	15	Esquire	125,086
16	Jet	853,959		16	Grit	-12,604	16	Psychology Today	78,664
17	Rolling Stone	776,821		17	Smithsonian	-26,338	17	Yankee	78,387
18	Esquire	747,468		18	National Geographic	-51,777	18	The Atlantic	46,533
19	Grit	688,019		19	TV Guide	-89,499	19	Vanity Fair	43,660
20	Sat. Evening Post	636,506		20	Sat. Evening Post	-90,434	20	The New Yorker	37,470
21	The New Yorker	508,257		21	Globe	-142,447	21	GEO	15,588
22	The Atlantic	425,578		22	The Star	-148,318	22	Smithsonian	4,194
23	Vanity Fair	259,753		23	National Enquirer	-203,659	23	National Geographic	0
24	GEO	229,326		24	Psychology Today	-293,833	24	On Cable	0
Total		74,411,227		Total		-39,575	Total		25,427,279

n/a = not applicable
ne = not estimated

PLAYBOY:

A Guide to Living Well.

Our readers are accustomed to living well. PLAYBOY has incorporated new Guides to Electronics, Wheels and Fashion into our regular service features to enhance 15.9 million lifestyles.

Nobody knows men better than PLAYBOY.

Source: MRI, Spring 1984.
© 1984 by Playboy.



General Interest (continued)

Total Revenue (ad rev. + circ. rev.)		% Chg. Total Revenue (1982/1983)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. News. Circ. (1982/1983)	
(ad rev. + circ. rev.)	(2000)	(1982/1983)	(%)	(ad pages + edit. pages)		(1982/1983)	(%)
1 TV Guide	695,524	1 Esquire	55.9	1 Reader's Digest	250	1 Smithsonian	154.5
2 People Weekly	325,722	2 The Atlantic	35.3	2 TV Guide	202	2 Esquire	13.7
3 Reader's Digest	295,498	3 Ebony	28.9	3 Yankee	202	3 Ebony	12.3
4 National Enquirer	187,048	4 Life	19.8	4 Smithsonian	172	4 Reader's Digest	8.2
5 National Geographic	184,760	5 GEO	18.1	5 National Geographic	165	5 Life	7.1
6 The Star	111,817	6 Rolling Stone	18.0	6 Vanity Fair	162	6 The Atlantic	4.3
7 The New Yorker	72,582	7 Jet	17.9	7 On Cable	156	7 National Geographic	n/a
8 Life	65,133	8 Grit	16.4	8 Ebony	154	8 On Cable	n/a
9 Smithsonian	58,812	9 People Weekly	13.1	9 Life	138	9 Vanity Fair	ne
10 Globe	54,204	10 National Geographic	11.5	10 The New Yorker	137	10 National Examiner	-0.2
11 Ebony	50,761	11 Yankee	7.2	11 People Weekly	126	11 Yankee	-0.6
12 Jet	42,920	12 Smithsonian	5.8	12 The Atlantic	120	12 Rolling Stone	-0.8
13 Rolling Stone	39,098	13 TV Guide	5.0	13 Sat. Evening Post	112	13 The New Yorker	-2.8
14 Esquire	35,830	14 The New Yorker	4.1	14 Rolling Stone	95	14 TV Guide	-2.9
15 Us	32,081	15 The Star	2.9	15 GEO	94	15 National Enquirer	-4.1
16 National Examiner	26,759	16 Reader's Digest	2.5	16 Psychology Today	90	16 The Star	-4.2
17 Yankee	18,959	17 Us	1.0	17 National Enquirer	64	17 GEO	-6.4
18 Grit	17,334	18 National Examiner	0.2	18 The Star	48	18 Globe	-7.0
19 Psychology Today	16,331	19 On Cable	ne	19 Esquire	ne	19 People Weekly	-7.6
20 Vanity Fair	12,485	20 Vanity Fair	ne	20 Globe	ne	20 Sat. Evening Post	-8.8
21 The Atlantic	11,586	21 Globe	-0.3	21 Grit	ne	21 Us	-14.7
22 Sat. Evening Post	11,109	22 National Enquirer	-1.8	22 Jet	ne	22 Jet	-16.3
23 On Cable	8,670	23 Sat. Evening Post	-6.2	23 National Examiner	ne	23 Psychology Today	-27.4
24 GEO	8,654	24 Psychology Today	-18.8	24 Us	ne	24 Grit	-36.0
Total	2,383,683						

n/a = not applicable
ne = not estimated

strong emphasis on success and achievement in many areas of human endeavor.

Member: ABC

Primary SRDS Classification No. 22A

Grit

Grit Publishing Company
208 West Third Street
Williamsport, PA 17701
(717) 326-1771

Year founded: 1882

Published: Weekly

Contacts: E. Van Anderson, Vice President & General Manager

Editorial Description: Grit is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, home improvement, family economics, child-raising and recreational activities.

Member: ABC

Primary SRDS Classification No. 22

Jet

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Published: Weekly

Publisher: John H. Johnson

Other key contacts: Sandy Sims, Vice President Advertising

Editorial Description: Jet is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black His-

tory, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat-New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC

Primary SRDS Classification No. 36A

Life

Time Inc.
1271 Avenue of the Americas
New York, NY 10022
(212) JU6-1212

Year founded: 1936 Weekly

1972, suspended publication
Published: Monthly (1978)

Publisher: Charles A. Whittingham
Advertising Director: Charles Rubens II
Other key contacts: Luke B. Keane, Marketing Service Director; Gilbert Lesser, Promotion Director; Alan T. Wragg, Eastern Advertising Manager; Robert C. Daley, Detroit Advertising Manager; George R. Eckardt, Los Angeles Advertising Manager

Editorial Description: Life shows the world through photojournalism. Its subjects are varied and explore the arts, science, fashion, sports, nature, human behavior and various aspects of activity that reflect and affect our lives. The tempo is varied with artists' illustrations, and a few articles and columns.

Member: ABC

Primary SRDS Classification No. 22

National Enquirer

National Enquirer, Inc.
6 East 45th Street
New York, NY 10017
(212) 682-4022

Year founded: 1926

Published: Weekly

Publisher: James B. Martise
Advertising Director: Ralph S. Gallagher
Other key contacts: Gene Pope, Chairman; Lain Calder, President

Editorial Description: National Enquirer is a non-fiction, general interest publication. It covers contemporary topics from around the world. Articles cover news events, original investigative reporting, celebrity and political personalities, psychic phenomena, health psychology, government waste and extravagance. Special emphasis is placed on human success, human interest, and self-improvement.

Member: ABC

Primary SRDS Classification No. 22A

National Examiner

Globe International, Inc.
1440 St. Catherine West, Suite 625
Montreal, QU H3G1S2
(514) 866-7744
Published: Weekly

Publisher: Michael Rosenbloom
Advertising Director: Jack Linden

National Geographic

National Geographic Society
1251 Avenue of the Americas
New York, NY 10020
(212) 974-1700
Year founded: 1888
Published: 12x per year

Advertising Director: George E. Moffat
Other key contacts: William K. Hughes, U.S. Advertising Manager; Patti A. Delaney, Business Manager; G. Sarita Lapham, Advertising Production Director

(continued)

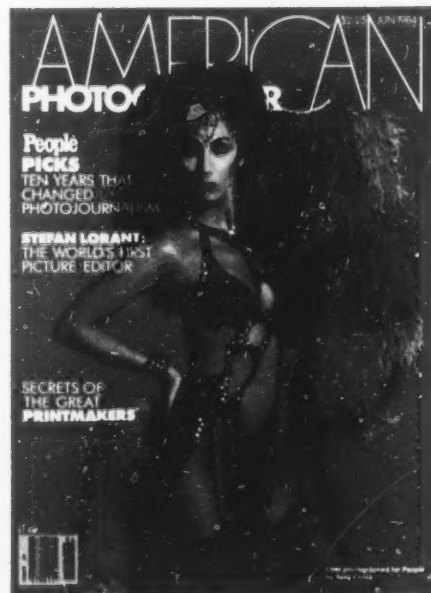
General Interest (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1 Reader's Digest	17,101,135	1 People Weekly	45.2	1 Ebony	337,941	1 Reader's Digest	77,306
2 Natl. Geographic	10,492,039	2 Jet	33.2	2 People Weekly	312,968	2 Life	46,589
3 TV Guide	8,113,564	3 Ebony	32.3	3 TV Guide	182,735	3 Ebony	26,582
4 Smithsonian	1,940,374	4 National Examiner	28.9	4 Jet	164,598	4 Esquire	15,054
5 Ebony	1,384,190	5 Us	24.7	5 Us	104,286	5 Smithsonian	2,546
6 People Weekly	1,004,784	6 Grit	22.9	6 Grit	93,306	6 The Atlantic	1,927
7 Yankee	850,804	7 The Atlantic	15.7	7 Esquire	64,358	7 National Geographic	n/a
8 Life	821,186	8 GEO	14.9	8 The Atlantic	51,509	8 On Cable	n/a
9 Psychology Today	804,287	9 Esquire	11.5	9 Yankee	46,884	9 Vanity Fair	ne
10 Jet	659,654	10 The Star	6.8	10 GEO	27,757	10 Yankee	-502
11 Esquire	622,383	11 Globe	5.9	11 Rolling Stone	11,737	11 The New Yorker	-1,060
12 Us	526,228	12 Yankee	5.8	12 The Star	10,071	12 GEO	-1,067
13 Rolling Stone	517,628	13 Rolling Stone	2.3	13 Life	7,345	13 Rolling Stone	-2,109
14 Grit	500,032	14 TV Guide	2.3	14 Reader's Digest	4,802	14 National Examiner	-2,232
15 On Cable	489,619	15 Life	0.9	15 Globe	3,296	15 Sat. Evening Post	-15,774
16 Sat. Evening Post	473,850	16 The New Yorker	0.5	16 The New Yorker	2,367	16 Psychology Today	-29,663
17 National Enquirer	472,864	17 On Cable	ne	17 National Examiner	1,749	17 Jet	-37,845
18 The New Yorker	470,787	18 Reader's Digest	0.0	18 On Cable	ne	18 Us	-98,591
19 The Atlantic	379,045	19 Vanity Fair	ne	19 Vanity Fair	ne	19 Grit	-105,910
20 Vanity Fair	216,093	20 National Geographic	-0.5	20 National Enquirer	-15,718	20 People Weekly	-143,023
21 GEO	213,738	21 Smithsonian	-1.5	21 Smithsonian	-28,884	21 Globe	-145,742
22 The Star	158,969	22 National Enquirer	-3.2	22 National Geographic	-51,777	22 The Star	-158,388
23 Globe	58,916	23 Sat. Evening Post	-13.6	23 Sat. Evening Post	-74,660	23 National Enquirer	-187,942
24 National Examiner	7,800	24 Psychology Today	-24.7	24 Psychology Today	-264,170	24 TV Guide	-272,233
Total	48,279,969			Total	992,500	Total	-1,032,077

n/a = not applicable
ne = not estimated

CBS MAGAZINES PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



General Interest (continued)

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983) (%)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983) (%)	
1 TV Guide	186,086	1 People Weekly	59.7	1 TV Guide	240,017	1 Smithsonian	187.6
2 Reader's Digest	177,069	2 Grit	47.0	2 National Enquirer	149,321	2 Esquire	37.5
3 National Geographic	157,381	3 Jet	39.1	3 People Weekly	110,686	3 Reader's Digest	19.1
4 People Weekly	39,521	4 Us	34.0	4 The Star	89,263	4 Ebony	12.3
5 Smithsonian	32,986	5 Ebony	33.2	5 Globe	48,025	5 The New Yorker	11.1
6 Jet	21,289	6 Rolling Stone	30.2	6 National Examiner	24,123	6 Yankee	7.9
7 Life	18,995	7 National Examiner	28.7	7 Life	16,823	7 Life	7.1
8 Ebony	16,610	8 Life	22.7	8 Reader's Digest	16,779	8 People Weekly	6.5
9 The New Yorker	12,433	9 The New Yorker	15.2	9 Us	14,857	9 The Atlantic	4.3
10 Yankee	11,371	10 Globe	14.6	10 Jet	12,630	10 Sat. Evening Post	2.3
11 National Enquirer	9,427	11 The Star	14.0	11 Rolling Stone	9,829	11 The Star	1.5
12 Psychology Today	9,040	12 National Geographic	10.6	12 Grit	7,191	12 National Geographic	0.0
13 Us	7,964	13 Esquire	10.2	13 Ebony	5,103	13 On Cable	ne
14 Grit	7,832	14 The Atlantic	8.2	14 Esquire	3,632	14 Vanity Fair	ne
15 Esquire	7,824	15 GEO	7.8	15 The New Yorker	2,923	15 National Examiner	-0.2
16 Rolling Stone	7,597	16 Yankee	6.1	16 Sat. Evening Post	2,562	16 Globe	-0.8
17 On Cable	6,669	17 Smithsonian	4.9	17 Psychology Today	1,841	17 TV Guide	-1.1
18 GEO	5,372	18 Reader's Digest	4.5	18 Yankee	1,430	18 Grit	-2.0
19 The Atlantic	5,156	19 TV Guide	4.4	19 Vanity Fair	1,310	19 Rolling Stone	-2.3
20 Vanity Fair	4,880	20 National Enquirer	3.5	20 The Atlantic	1,117	20 National Enquirer	-4.1
21 Sat. Evening Post	4,679	21 On Cable	ne	21 GEO	650	21 Psychology Today	-6.4
22 The Star	2,879	22 Vanity Fair	ne	22 Smithsonian	101	22 Us	-10.2
23 Globe	852	23 Psychology Today	-2.0	23 National Geographic	0	23 Jet	-16.3
24 National Examiner	129	24 Sat. Evening Post	-16.2	24 On Cable	0	24 GEO	-18.6
Total	754,041			Total	760,213		

n/a = not applicable
ne = not estimated

Editorial Description: National Geographic's articles cover the various parts of the globe, and probe into the farthest reaches of the universe and hitherto unexplored depths of the oceans. It reports on the issues that face the world today, including energy and the environment. Scientific articles range from such subjects as the discovery of fossils of earliest man to the wonders of the electronic chip and the new biology. Articles are accompanied by photographs, drawings, detailed maps and paintings.

Member: ABC

Primary SRDS Classification No. 22

The New Yorker

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800

Year founded: 1925

Published: Weekly

President: George J. Green

Advertising Director: Robert F. Young

Other key contacts: Owen J. Hochreiter, Advertising Manager; Stuart Spizer, National Advertising Manager

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.

Member: ABC

Primary SRDS Classification No. 22

On Cable

On Cable Publications, Inc.

25 Van Zant Street

Norwalk, CT 06856

(203) 866-6256

Year founded: 1980

Published: Monthly

Publisher: Peter Funt

Advertising Director: Scott Haberman

Other key contacts: Geoffrey Gropp, New York Sales Manager

Editorial Description: On Cable combines cable TV program listings with articles about cable programs and personalities. Content focuses on the world of cable television as well as video technology. Regular columns include Movies, Sports, Home Electronics, Hollywood Connection, and CableGrams. Program listings are tailored for each region, providing schedules and highlights for cable services carried locally.

Member: BPA

Primary SRDS Classification No. 30B

People Weekly

Time Inc.

1271 Avenue of the Americas

New York, NY 10020

(212) 586-1212

Year founded: 1974

Published: Weekly

Publisher: S. Christopher Meigher III

Advertising Director: William S. Myers

Other key contacts: Terrence W. Russell, National Advertising Sales Manager; John J. Gallagher, Associate Advertising Sales Manager

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of the pacesetters on the contemporary American scene, focusing on

the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. 22A

Psychology Today

The American Psychological Association

One Park Avenue/Suite 1111

New York, NY 10016

(212) 481-0200

Year founded: 1967

Published: Monthly

Publisher: Joseph Benjamin

Advertising Director: Jerry Firestone

Editorial Description: Psychology Today is edited for readers with particular interest in understanding, controlling, and predicting human behavior. As a forum for the exchange of new ideas in psychology, the content of the magazine is organized into four areas: biology, high technology, the marketplace, and people. Longer articles are contained in a feature well; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. 22

Reader's Digest

The Reader's Digest Association, Inc.

Pleasantville, NY 10570

(914) 769-7000

General Interest (continued)

Year founded: 1922
Published: 12x per year

Publisher: George Grune
Advertising Director: Lynn Mapes
Other key contacts: Don Horton, Promotion; Rene Isaac, Research; Tom O'Connor, Marketing

Editorial Description: Reader's Digest is a general interest, non-fiction reading magazine for the entire family. Many of the articles are "digested" from articles appearing in other publications. The balance is staff-written or contributed by readers and each issue carries a condensation of a current book. Article subjects include: self improvement, psychology, ecology, government, world affairs, crime, community action, health, "Unforgettable Characters," campus, employment, sports, travel, science and invention, "World Power," "Humor in Uniform" and other broad-interest subjects.

Member: ABC

Primary SRDS Classification No. 22

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3600
Year founded: 1967
Published: Biweekly

Publisher: Jann W. Wenner
Advertising Director: Henry Marks, Associate Publisher
Other key contacts: Les Zeifman, National Sales Manager; Bruce Chatterton, National Sales Manager

Editorial Description: Rolling Stone is edited for young adults, with a special emphasis on popular music, politics and American society. Regular features include state-of-the-art audio, hi-fi and photography columns; film, jazz, record and book reviews; reader correspondence; interviews and photojournalism features. Special issues include

Audio and Photo Supplements.

Member: ABC

Primary SRDS Classification No. 33

The Saturday Evening Post

Benjamin Franklin Literary & Medical Society
1100 Waterway Boulevard
Indianapolis, IN 46202
(317) 636-8881
Year founded: 1728
Published: 9x per year

Publisher: Dr. Cory J. SerVaas M.D.

Other key contacts: Robert L. Silvers, Associate Publisher; Khris L. Robinson, Marketing Coordinator; LaDonna Wing, Advertising Administrator

Editorial Description: Saturday Evening Post is a general interest magazine containing humor, fiction, non-fiction and graphic elements of interest to the American family. Editorial coverage includes articles on volunteerism, health, preventive medicine, self-improvement, sports, ecology, education, science, personal interviews of distinguished or especially interesting people, music, literature, art, travel and other topics deemed of national interest. Fiction runs to short and medium lengths on appropriate themes. Special departments include a medical section, "Postscripts," cartoons, etc.

Member: ABC

Primary SRDS Classification No. 22

Smithsonian

Smithsonian Institution
Arts & Industries Building
900 Jefferson Drive
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Publisher: Joseph T. Bonsignore
Advertising Director: Thomas H. Black
Other key contacts: Edward Daly, Lewis Ogle

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities. Editors approach serious problems on a more pragmatic than ideological basis. Less serious subjects are treated with a light, often humorous touch, avoiding the ponderous.

Member: ABC

Primary SRDS Classification No. 22

The Star

News Group Magazines
660 White Plains Road
Tarrytown, NY 10591
(914) 332-5000
Year founded: 1974
Published: Weekly

Publisher: Ian G. Rae

Advertising Director: Edward R. Zemlock
Other key contacts: Richard Moran, Eastern Sales Manager; Lynn Mabus, Midwestern Sales Manager; Joyce Amiri, Western Sales Manager

Editorial Description: The Star is a general interest newsmagazine edited for the entire family. It contains news about Television and Hollywood celebrities, homemaker service features such as shopping tips, dress patterns and diets, advice on your health from medical doctors and psychologists, politics, news about the Washington scene, horoscopes and astrological predictions.

Member: ABC

Primary SRDS Classification No. 22A

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

General Interest (continued)

TV Guide

Triangle Publications, Inc.
4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Published: Weekly

Publisher: Eric G. Larson
Advertising Director: Thomas J. McDonough
Other key contacts: Robert G. Baumler, Advertising Manager; James B. Delehanty, Eastern Advertising Manager; Robert B. Elverman, Midwest Advertising Manager; C. Robert Brooks, West Coast Advertising Manager; Joseph W. Kryla, Detroit Advertising Manager

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.

Member: ABC

Primary SRDS Classification No. 36A

Us

Peters Publishing Company
215 Lexington Avenue
New York, NY 10016
(212) 340-7500
Published: Biweekly

Publisher: Michael J. Boylan
Advertising Director: Michael J. Boylan

Editorial Description: Us is a pictorial entertainment magazine for sophisticated young adults. It focuses on personalities, trends and events about to make the news. Us also features film, music and television critics and commentators.

Member: ABC

Primary SRDS Classification No. 36B

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-7206
Year founded: 1983 (originally—1914)
Published: Monthly

Publisher: David O'Brasky
Advertising Director: G. Douglas Johnston
Other key contacts: Marvin Krauss, Marketing Director

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC

Primary SRDS Classification No. 22

Yankee

Yankee Publishing Incorporated
Main Street
Dublin, NH 03444
(603) 563-8111
Year founded: 1935
Published: Monthly

Publisher: C. Robertson Trowbridge
Advertising Director: J. Kingston Herbert

Editorial Description: Yankee is published for New Englanders everywhere. Contents (all New England) include fiction, poetry, articles, photo essays and food, travel, shopping, as well as other service departments.

Member: ABC, MPA

Primary SRDS Classification No. 22

PLAYBOY:

B . M . O . C .

PLAYBOY, the Big Magazine on Campus, outsells all men's magazines and newsweeklies at college bookstores across the country.

Nobody knows men better than PLAYBOY.

College Store Executive, Jan. 1984.
© 1984 by Playboy.



Health & Fitness

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

READERS PRIMARY SOURCE OF MARKET'S INCOME...

Circulation revenues responsible for over 70% of market's total dollars. Nearly 60% comes from subscriptions.

Average circulation grows steadily, with market books showing total gain of 378,857 copies vs. '82.

BUT AD REVENUES ARE FLEXING MUSCLES...

Of 4 books in last year's 400, net gain in ad dollars is a sinewy \$5.4 million. Net ad page gain is 207 units.

ONE BOOK DOMINATES SEVERAL MEASUREMENTS...

Prevention leads in total revenues, ad pages and dollars, average circulation, subscriptions and sub revenues.

Though 3rd in newsstand circulation, *Prevention* leads in newsstand growth, both ~~circ~~ and revenues.

YET OTHERS SHOW GOOD CONDITIONING...

American Health leaps furthest in % change total revenues, ad pages and revenues, circulation, subscriptions and sub revenues.

Total revenue runner-up *Weight Watchers Magazine* is 2nd in subscription growth.

Health has market's 2nd best ad page jump vs. '82.

Folio:400 newcomer *Shape* way out front as market's newsstand leader in both circ and revenues.

Health & Fitness

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Prevention	909	1 American Health	66.4	1 American Health	102	1 Prevention	76
2 Shape	574	2 Health	16.4	2 Prevention	60	2 Shape	48
3 Health	398	3 Prevention	7.1	3 Health	56	3 American Health	43
4 Weight Watchers	300	4 Shape	ne	4 Shape	ne	4 Health	33
5 American Health	256	5 Weight Watchers	-3.4	5 Weight Watchers	-11	5 Weight Watchers	25
Total	2,437			Total	207		
Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 Prevention	16,229	1 American Health	129.6	1 Prevention	3,451	1 Prevention	98
2 Weight Watchers	4,057	2 Prevention	27.0	2 American Health	1,107	2 Shape	72
3 Health	3,346	3 Health	21.9	3 Health	602	3 American Health	67
4 American Health	1,961	4 Weight Watchers	5.6	4 Weight Watchers	216	4 Weight Watchers	38
5 Shape	1,355	5 Shape	ne	5 Shape	ne	5 Health	37
Total	26,948			Total	5,376		
Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
1 Prevention	2,696,289	1 American Health	44.3	1 Prevention	176,196	1 Shape	269,480
2 Health	863,369	2 Prevention	7.0	2 American Health	153,489	2 Weight Watchers	131,006
3 Weight Watchers	777,715	3 Weight Watchers	5.2	3 Weight Watchers	38,648	3 Prevention	130,145
4 American Health	500,174	4 Health	1.2	4 Health	10,524	4 American Health	69,029
5 Shape	401,649	5 Shape	ne	5 Shape	ne	5 Health	3,183
Total	5,239,196			Total	378,857	Total	602,843
Total Revenue (ad rev. + circ. rev.) (\$000)		% Chg. Total Revenue (1982/1983)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. News. Circ. (1982/1983)	
1 Prevention	51,777	1 American Health	68.4	1 Prevention	174	1 Prevention	47.6
2 Weight Watchers	13,556	2 Prevention	25.5	2 Shape	120	2 American Health	18.8
3 Health	12,728	3 Weight Watchers	13.0	3 American Health	109	3 Health	ne
4 Shape	10,059	4 Shape	ne	4 Health	70	4 Shape	ne
5 American Health	6,669	5 Health	-0.6	5 Weight Watchers	63	5 Weight Watchers	-15.1
Total	94,789						

n/a = not applicable
ne = not estimated

Magazine Profiles

American Health Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1981
Published: Bimonthly (published 10x per year
beginning May 84)

Publisher: Owen J. Lipstein
Advertising Director: John B. Caldwell, Jr.
Other key contacts: Susan J. Boyd, Promotion
Director; Richard Muehleman, Production Di-
rector

Editorial Description: American Health: Fitness
of Body and Mind is designed to deal directly
with the current emerging lifestyle focused on in-
dividual health and well-being. Principal features
cover recent developments in such areas as nutri-
tion, fitness and exercise, prevention and psy-
chology. Shorter items cover such topics as
stress, new medical technologies, sports medicine
and the economics of the health care system, in-
cluding the evaluation of doctors, drugs, insur-
ance plans, etc.

Member: ABC
Primary SRDS Classification No. 23

Health

Family Media, Inc.
149 Fifth Avenue
New York, NY 10010
(212) 598-0800
Published: Monthly

Publisher: Philip J. Titolo
Advertising Director: Leo J. Dean
Other key contacts: Mitch Lurin, Director of
Marketing Services

Editorial Description: Health updates and ad-
vises the lay reader on the world of health—nu-
trition, fitness, longevity, medical care, beauty,
emotions, child care, dieting. Departments in-
clude: Breakthroughs; Pound Wise (Weight Con-
trol); Richard's Almanac.

Member: ABC
Primary SRDS Classification No. 23

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171

Year founded: 1950
Published: 12x per year

Publisher: Marshall Ackerman
Associate Publisher for Advertising: Sy Sarnoff
Other key contacts: Cerf Berkley, Advertising
Manager; Anne Rothschild, Eastern Sales
Manager

Editorial Description: Prevention is edited for
readers with a special interest in maintaining
good health and achieving personal fitness. Its
feature articles and departments focus primari-
ly on healthful food products; meal planning and
preparation; nutrition; skin care, body care, and
other beauty aids; appliances; recreation; travel;
exercise; medical topics for the lay person, based
on current research findings; self-improvement;
and other subjects contributing to a
healthy lifestyle.

Member: ABC
Primary SRDS Classification No. 23

Shape

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 884-6800

Health & Fitness (continued)

Avg. Subscrip. Circ.	
1 Prevention	2,566,145
2 Health	860,186
3 Weight Watchers	646,709
4 American Health	431,145
5 Shape	132,170
Total	4,636,355

% Chg. Sub. Circ. (1982/1983)	
1 American Health	49.4
2 Weight Watchers	10.6
3 Prevention	5.5
4 Health	0.9
5 Shape	ne

Net Chg. Sub. Circ. (1982/1983)	
1 American Health	142,557
2 Prevention	134,224
3 Weight Watchers	61,871
4 Health	7,341
5 Shape	ne
Total	345,993

Net Chg. Newst. Circ. (1982/1983)	
1 Prevention	41,973
2 American Health	10,931
3 Health	57
4 Shape	ne
5 Weight Watchers	-23,224
Total	29,737

Subscription Revenue (\$000)	
1 Prevention	33,206
2 Health	9,324
3 Weight Watchers	7,298
4 American Health	3,880
5 Shape	2,398
Total	56,106

% Chg. Sub. Revenue (1982/1983)	
1 American Health	53.7
2 Weight Watchers	25.0
3 Prevention	22.8
4 Shape	ne
5 Health	-7.3

Newsstand Revenue (\$000)	
1 Shape	6,306
2 Prevention	2,343
3 Weight Watchers	2,201
4 American Health	828
5 Health	57
Total	11,735

% Chg. Newst. Rev. (1982/1983)	
1 Prevention	62.9
2 American Health	42.6
3 Health	n/a
4 Shape	ne
5 Weight Watchers	-4.8

n/a = not applicable
ne = not estimated

Year founded: 1981
Published: 12x per year

Publisher: Joe Weider
Advertising Director: Gregg Loria
Other key contacts: Jules Richards, Eastern Advertising Manager

Editorial Description: Shape is the fitness lifestyle magazine for women devoted to scientific guidance in nutrition, exercise, physiology, sports and various areas relative to beauty built from the inside out. Regular features are provided by those in the medical, sports, and nutrition

world. Shape is written for today's physically active woman.

Member: ABC
Primary SRDS Classification No. 49

Weight Watchers Magazine

W/W Twentyfirst Corporation
360 Lexington Avenue
New York, NY 10017
(212) 370-0644
Year founded: 1967

Published: 12x per year

Publisher: Kent Q. Kreh
Advertising Director: Kathleen H. Parmenter

Editorial Description: Weight Watchers Magazine is a quality special interest lifestyle magazine devoted to health, fitness and weight control. It is edited for a female audience with articles on food and recipes, weight-loss successes, physical and mental health, beauty tips, fashion advice, nutrition and fitness.

Member: ABC, MPA
Primary SRDS Classification No. 18

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED
ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



Families read Better Homes and Gardens® for things to do.



Unlike women's magazines, Better Homes and Gardens® is an active *family* magazine, one that helps husbands and wives achieve a better home and family life. Its imaginative yet practical articles stimulate its readers to get up and *do things*. It is truly unique: *no other large-circulation publication serves the special needs of this vital and creative family audience.*

Better Homes and Gardens 34 million adult readers are serious about home and family as the focal point of their lives. Right now they are living their most active times. Right now they have more needs to fill, more buying decisions to make. And right now *they have to spend more money.*

The editorial philosophy of BH&G™ has always been to create an attitude of action. And advertising which appears in this dynamic editorial environment works harder because it is more likely to be acted on by eager, *motivated* people who are ready to buy.

Make Better Homes and Gardens your main print medium to reach family decision-makers.

To the Line family of Atlanta, keeping busy comes natural. Mary is director of a health center where husband Robin, a physician, does frequent volunteer work. Spare time, the Lines are outdoor people. Robin raises bees and Mary is an avid gardener. Biking and hiking are weekend pastimes. Mary grew up with Better Homes and Gardens and has continued the tradition in her own home...recently remodeled and redecorated with help from a file of ideas torn page-by-page from back issues of BH&G.

Better Homes and Gardens®

34 million active adults...ready to buy

Home Service

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

LIKE HOMES, THESE BOOKS COME IN ALL SIZES...

Revenues among 22 market books range from just over \$4 million to just under \$180 million.

AND MOST ARE APPRECIATING...

Eighteen of 22 market members gain in total revenues as 13.4% average growth is led by 15.6% average ad dollar boost.

Circulations rise at slower 4.2% average rate with 16 magazines posting gains.

SOME ARE LIKE MANSIONS...

Better Homes and Gardens — 14th in Folio:400 — is double the revenue size of nearest market member, nearly quadruple nearest in circulation.

Ad page leader *Sunset* carries over 1,500 more pages than smallest entrant in this measure.

Average circulation runner-up *Southern Living* does more than \$35 million in both ad and circulation revenues.

OTHERS GROW LIKE THEY MAY BE SOMEDAY...

Country Living leads market growth in 5 of 8 measurements, including ad pages and revenues, total revenues, and average circulation.

Circulation growth runner-up 1,001 *Home Ideas* achieves strong overall increases in total and ad revenues.

Americana is 2nd in ad revenue growth.

Early American Life is tops in newsstand revenue growth, 2nd in newsstand circ growth.

How to make love to your home.

Our millions of readers do it every month. They pamper, panel and paint with a passion. And in the next few months, another half-million will remodel their kitchens.

Mechanix Illustrated helps make sure they do it right. We also give them plenty of how-to advice for their other heart-throb—their car.

If you take a fresh look at Mechanix Illustrated you'll see that we've evolved along with our readers. We're the only magazine that helps them manage their pride (home) and joy (car) more efficiently. We give them practical, detailed information so they can do-it-themselves, or talk to a professional in his own terms.

Last year 95% of our readers did a home improvement project. Almost 90% do their own auto maintenance. And because they're so involved with these two loves of their lives, they get involved in every buying decision that affects them. From power saws and mufflers to floor coverings and ceiling tiles.

So if you want to hammer home your message, advertise in Mechanix Illustrated. You'll love the results as much as our readers love their home and car. For more information call Ernie Renzulli, Ad Director. (212) 719-6570.



5 million home and car fanatics swear by MI

Home Service

Ad Pages

1 Sunset	1,776
2 Architectural Digest	1,566
3 Southern Living	1,512
4 Better Homes & Gdns.	1,376
5 Houston Home & Gdn.	1,272
6 House Beautiful	1,100
7 Texas Homes	838
8 Mechanix Illustrated	835
9 Organic Gardening	835
10 House & Garden	826
11 Metropolitan Home	733
12 Family Handyman	712
13 Country Living	637
14 Country Journal	519
15 Home	457
16 New Shelter	439
17 1001 Home Ideas	401
18 Workbench	396
19 Colonial Homes	384
20 Flower & Garden	234
21 Americana	222
22 Early American Life	196
Total	17,266

% Chg. Ad Pages

(1982/1983)	(%)
1 Country Living	51.6
2 Home	46.1
3 1001 Home Ideas	28.2
4 Americana	13.9
5 New Shelter	13.2
6 House Beautiful	10.0
7 Family Handyman	6.3
8 Mechanix Illustrated	5.4
9 Sunset	4.8
10 Southern Living	4.2
11 Organic Gardening	3.3
12 Workbench	3.0
13 Better Homes & Gdns.	0.8
14 Texas Homes	ne
15 Country Journal	-1.6
16 Architectural Digest	-3.6
17 Colonial Homes	-6.0
18 Early American Life	-6.5
19 Houston Home & Gdn.	-8.1
20 Metropolitan Home	-9.1
21 Flower & Garden	-12.0
22 House & Garden	-14.4

Net Chg. Ad Pages

(1982/1983)	
1 Country Living	217
2 Home	144
3 House Beautiful	100
4 1001 Home Ideas	88
5 Sunset	82
6 Southern Living	61
7 New Shelter	51
8 Mechanix Illustrated	43
9 Family Handyman	42
10 Americana	27
11 Organic Gardening	26
12 Better Homes & Gdns.	11
13 Workbench	11
14 Texas Homes	ne
15 Country Journal	-8
16 Early American Life	-14
17 Colonial Homes	-25
18 Flower & Garden	-32
19 Architectural Digest	-59
20 Metropolitan Home	-74
21 Houston Home & Gdn.	-112
22 House & Garden	-139
Total	440

Avg. Ad Pages/Copy

1 Sunset	148
2 Architectural Digest	131
3 Southern Living	126
4 Better Homes & Gdns.	115
5 Houston Home & Gdn.	106
6 House Beautiful	92
7 Family Handyman	71
8 Mechanix Illustrated	70
9 Organic Gardening	70
10 Texas Homes	70
11 House & Garden	69
12 Workbench	66
13 Colonial Homes	64
14 Metropolitan Home	61
15 Country Living	53
16 New Shelter	49
17 Country Journal	43
18 Flower & Garden	39
19 Home	38
20 Americana	37
21 Early American Life	33
22 1001 Home Ideas	33

n/a = not applicable
ne = not estimated

Magazine Profiles

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: 6x per year

Publisher: Jack Armstrong
Advertising Director: Art Johnson
Other key contacts: Michael Durham, Editor

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC

Primary SRDS Classification No. 24

Architectural Digest

Knapp Communications Corporation
140 East 45th Street
New York, NY 10017
(212) 687-6330
Published: 12x per year

Publisher: Robert J. Griswold
Advertising Director: Clifford P. Tallman

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. 24

Better Homes and Gardens

Meredith Corporation
Locust at 17th
Des Moines, IA 50336
(515) 284-2128
Year founded: 1922
Published: Monthly

Publisher: J. Wesley Silk
Advertising Director: Lennox E. H. Stuart
Other key contacts: Del Rusher, Associate Publisher; Al Ney, Publishing Services Director; Terry Unsworth, Associate Publishing Services Director

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC, PIB, MPA

Primary SRDS Classification No. 24

Colonial Homes

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5400
Published: 6x per year

Publisher: Russell Jackson
Advertising Director: Charles Johnstone

Editorial Description: Colonial Homes is a shelter magazine closely focused on the homes, furnishings and amenities of our colonial tradition. Colonial editorial environment provides coverage of the many facets of traditional living from pure appreciation to the hands-on practicality of remodeling, decorating and furnishing. Colonial

Homes editorial combines the traditions of yesterday with the needs and desires of today.

Member: ABC

Primary SRDS Classification No. 24

Blair & Ketchum's Country Journal

Historical Times, Inc.
2245 Kohn Road/Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

Publisher: Warren Syer

Other key contacts: Kathy Read, Advertising Manager; Len Levine, Vice President Marketing

Editorial Description: Blair & Ketchum's Country Journal is a magazine about country living written with today's active homeowner in mind. Primarily directed at residents of the northeast, Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC

Primary SRDS Classification No. 24

Country Living

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Published: Monthly

Publisher: Ron Galotti

National Manager: Mike Romano
Other key contacts: Vicci Lasdon, New York Manager

Editorial Description: Country Living is a home-service magazine edited for suburban and city

Home Service (continued)

Ad Revenue (\$000)	% Chg. Ad Revenue (1982/1983) (%)	Net Chg. Ad Revenue (1982/1983) (\$000)	Avg. Edit. Pgs./Copy
1 Better Homes & Gdns. 109,038	1 Country Living 75.7	1 Better Homes & Gdns. 8,749	1 House & Garden 133
2 Southern Living 46,895	2 Americana 63.2	2 Southern Living 5,637	2 Southern Living 121
3 Sunset 39,811	3 Home 47.2	3 Sunset 4,566	3 Architectural Digest 116
4 Architectural Digest 24,622	4 1001 Home Ideas 32.1	4 Country Living 4,009	4 Colonial Homes 116
5 House Beautiful 21,707	5 Family Handyman 25.6	5 House Beautiful 3,667	5 Sunset 96
6 Mechanix Illustrated 17,594	6 New Shelter 24.5	6 Architectural Digest 2,317	6 Country Living 89
7 House & Garden 12,876	7 House Beautiful 20.3	7 Mechanix Illustrated 2,300	7 Better Homes & Gdns. 86
8 Metropolitan Home 11,008	8 Country Journal 17.5	8 Family Handyman 1,883	8 Home 86
9 Country Living 9,302	9 Mechanix Illustrated 15.0	9 Home 1,488	9 House Beautiful 86
10 Family Handyman 9,239	10 Southern Living 13.7	10 1001 Home Ideas 1,094	10 Houston Home & Gdn. 78
11 Organic Gardening 9,139	11 Sunset 13.0	11 Organic Gardening 779	11 Organic Gardening 72
12 Colonial Homes 5,240	12 Colonial Homes 11.2	12 New Shelter 714	12 Americana 70
13 Home 4,643	13 Architectural Digest 10.4	13 Americana 610	13 Mechanix Illustrated 67
14 Houston Home & Gdn. 4,587	14 Organic Gardening 9.3	14 Colonial Homes 526	14 Texas Homes 67
15 1001 Home Ideas 4,501	15 Better Homes & Gdns. 8.7	15 Country Journal 487	15 Country Journal 64
16 New Shelter 3,629	16 Workbench 5.7	16 Workbench 153	16 Family Handyman 64
17 Country Journal 3,272	17 Early American Life 0.0	17 Early American Life 0	17 Metropolitan Home 63
18 Texas Homes 3,082	18 Texas Homes ne	18 Texas Homes ne	18 Workbench 57
19 Workbench 2,840	19 Metropolitan Home -1.6	19 Metropolitan Home -176	19 Early American Life 55
20 Americana 1,576	20 Houston Home & Gdn. -7.7	20 Flower & Garden -200	20 New Shelter 48
21 Flower & Garden 1,320	21 Flower & Garden -13.2	21 Houston Home & Gdn. -385	21 Flower & Garden 42
22 Early American Life 865	22 House & Garden -43.6	22 House & Garden -9,948	22 1001 Home Ideas ne
Total 346,786		Total 28,270	

Average Circulation	% Chg. Avg. Circ. (1982/1983) (%)	Net Chg. Avg. Circ. (1982/1983)	Avg. Newsstand Circ.
1 Better Homes & Gdns. 8,032,373	1 Country Living 28.5	1 Country Living 214,401	1 Better Homes & Gdns. 571,225
2 Southern Living 2,204,691	2 1001 Home Ideas 17.7	2 1001 Home Ideas 201,701	2 Country Living 364,747
3 Mechanix Illustrated 1,616,826	3 Early American Life 15.9	3 Family Handyman 127,463	3 House Beautiful 265,581
4 Sunset 1,417,114	4 Family Handyman 11.5	4 Southern Living 80,726	4 Colonial Homes 187,711
5 Organic Gardening 1,372,515	5 New Shelter 10.1	5 Workbench 68,945	5 Mechanix Illustrated 178,925
6 1001 Home Ideas 1,343,699	6 Country Journal 9.1	6 New Shelter 61,245	6 Southern Living 126,421
7 Family Handyman 1,232,019	7 Workbench 8.9	7 Organic Gardening 50,122	7 Architectural Digest 116,044
8 Country Living 965,652	8 Americana 8.7	8 Early American Life 49,961	8 Sunset 93,205
9 House Beautiful 857,272	9 Architectural Digest 7.0	9 Architectural Digest 39,443	9 House & Garden 85,345
10 Workbench 843,900	10 Organic Gardening 3.8	10 Americana 26,622	10 Metropolitan Home 71,642
11 Metropolitan Home 725,641	11 Southern Living 3.8	11 Country Journal 25,609	11 Home 63,184
12 New Shelter 664,874	12 House Beautiful 1.5	12 House Beautiful 12,488	12 Family Handyman 50,434
13 House & Garden 660,810	13 Metropolitan Home 1.3	13 Metropolitan Home 9,634	13 Workbench 37,383
14 Architectural Digest 601,894	14 Flower & Garden 0.8	14 Mechanix Illustrated 6,988	14 1001 Home Ideas 35,911
15 Colonial Homes 598,594	15 Colonial Homes 0.5	15 Flower & Garden 4,565	15 Early American Life 32,110
16 Flower & Garden 593,107	16 Mechanix Illustrated 0.4	16 Colonial Homes 3,209	16 Country Journal 25,397
17 Home 527,317	17 Texas Homes ne	17 Texas Homes ne	17 Americana 22,383
18 Early American Life 363,469	18 Better Homes & Gdns. -0.5	18 Houston Home & Gdn. -3,975	18 New Shelter 19,459
19 Americana 330,868	19 Sunset -0.5	19 Sunset -7,528	19 Houston Home & Gdn. 15,678
20 Country Journal 307,647	20 Home -2.7	20 Home -14,629	20 Texas Homes 12,344
21 Houston Home & Gdn. 88,885	21 Houston Home & Gdn. -4.3	21 Better Homes & Gdns. -38,471	21 Organic Gardening 10,637
22 Texas Homes 81,152	22 House & Garden -34.2	22 House & Garden -343,547	22 Flower & Garden 9,042
Total 25,430,319		Total 574,972	Total 2,394,808

n/a = not applicable ne = not estimated

dwellers, who want to create the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to buying an old home, building a new home to cooking country cuisine. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel, and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.

Member: ABC

Primary SRDS Classification No. 24

Early American Life

Historical Times, Inc.
2245 Kohn Road
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: 6x per year

Advertising Director: Leonard Levine
Other key contacts: Wayne Armentrout, Business Manager; Kathy Read, Associate Advertising Director

Editorial Description: Early American Life features articles on subjects relating to the arts, crafts, furnishings, and architecture of the 17th, 18th and 19th centuries, and on modern interpretations of the life and style of those times for those who wish to restore, decorate or build in early American style. Antiques, restoration and refinishing, travel to historic sites, cooking and recipes of the period as well as social history are featured.

Member: ABC

Primary SRDS Classification No. 24

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7328
Year founded: 1951
Published: 10x per year

Publisher: Greg Carey
Advertising Director: Pat Barry
Other key contacts: Gary Havens, Editor; Rebecca Sterner, Circulation Manager; Pete Simpson, Production Manager

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement and home management. Major editorial categories include home remodeling, repair and maintenance, energy efficiency, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto maintenance, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Edi-

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The Family Handyman efficiently delivers 1.2 million prime buyers of major appliances, carpet and home furnishings, pick-ups, autos, RV's, distilled spirits, patio furniture, barbecues, component stereos, pain relievers and much more. We do it at an astonishingly low CPM. And we've got the numbers to prove it. Contact your Webb representative today or call Patrick J. Barry at 1-800-322-0322 Ext. 326 and we'll put The Family Handyman to work for you.



THE FAMILY

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Handyman

Home Service (continued)

Total Revenue (ad rev. + circ. rev.)	
	(\$000)
1 Better Homes & Gdns.	177,659
2 Southern Living	83,644
3 Sunset	53,653
4 Architectural Digest	47,301
5 House Beautiful	34,260
6 Mechanix Illustrated	31,302
7 House & Garden	30,692
8 Country Living	26,153
9 Organic Gardening	25,115
10 1001 Home Ideas	20,017
11 Family Handyman	19,421
12 Metropolitan Home	18,666
13 Colonial Homes	13,402
14 Home	10,842
15 New Shelter	10,663
16 Country Journal	7,244
17 Workbench	6,886
18 Houston Home & Gdn.	5,884
19 Early American Life	5,671
20 Americana	4,722
21 Texas Homes	4,501
22 Flower & Garden	4,141
Total	641,939

% Chg. Total Revenue (1982/1983)	
	(%)
1 Country Living	57.1
2 Workbench	23.8
3 1001 Home Ideas	23.1
4 Americana	22.2
5 New Shelter	20.4
6 Country Journal	18.7
7 Home	18.0
8 House Beautiful	14.9
9 Early American Life	14.3
10 Family Handyman	14.3
11 Colonial Homes	13.6
12 Southern Living	13.4
13 Sunset	9.6
14 Architectural Digest	8.5
15 Mechanix Illustrated	7.4
16 Better Homes & Gdns.	7.3
17 Organic Gardening	7.3
18 Metropolitan Home	6.8
19 Texas Homes	ne
20 Flower & Garden	-0.8
21 Houston Home & Gdn.	-4.3
22 House & Garden	-14.8

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Architectural Digest	247
2 Southern Living	247
3 Sunset	244
4 House & Garden	202
5 Better Homes & Gdns.	200
6 Houston Home & Gdn.	184
7 Colonial Homes	180
8 House Beautiful	178
9 Country Living	142
10 Organic Gardening	142
11 Mechanix Illustrated	137
12 Texas Homes	137
13 Family Handyman	135
14 Home	124
15 Metropolitan Home	124
16 Workbench	123
17 Americana	107
18 Country Journal	107
19 New Shelter	97
20 Early American Life	88
21 Flower & Garden	81
22 1001 Home Ideas	ne

% Chg. News. Circ. (1982/1983)	
	(%)
1 Home	35.6
2 Early American Life	32.0
3 Country Living	20.9
4 Americana	18.7
5 Southern Living	3.9
6 Family Handyman	2.9
7 Texas Homes	ne
8 Country Journal	-2.7
9 House Beautiful	-2.7
10 Better Homes & Gdns.	-4.0
11 Workbench	-6.2
12 Colonial Homes	-6.7
13 Houston Home & Gdn.	-6.7
14 Architectural Digest	-8.0
15 Mechanix Illustrated	-8.9
16 Flower & Garden	-9.1
17 Sunset	-11.9
18 Metropolitan Home	-14.7
19 1001 Home Ideas	-23.7
20 Organic Gardening	-27.1
21 New Shelter	-40.5
22 House & Garden	-75.6

Avg. Subscrip. Circ.	
1 Better Homes & Gdns.	7,461,148
2 Southern Living	2,078,270
3 Mechanix Illustrated	1,437,901
4 Organic Gardening	1,361,879
5 Sunset	1,323,909
6 1001 Home Ideas	1,307,788
7 Family Handyman	1,181,585
8 Workbench	806,517
9 Metropolitan Home	653,999
10 New Shelter	645,415
11 Country Living	600,905
12 House Beautiful	591,692
13 Flower & Garden	584,066
14 House & Garden	575,466
15 Architectural Digest	485,850
16 Home	464,133
17 Colonial Homes	410,883
18 Early American Life	331,359
19 Americana	308,485
20 Country Journal	282,251
21 Houston Home & Gdn.	73,207
22 Texas Homes	68,808
Total	23,035,516

% Chg. Sub. Circ. (1982/1983)	
	(%)
1 Country Living	33.7
2 1001 Home Ideas	19.4
3 Early American Life	14.6
4 New Shelter	13.0
5 Family Handyman	11.9
6 Architectural Digest	11.4
7 Country Journal	10.3
8 Workbench	9.7
9 Americana	8.1
10 Colonial Homes	4.2
11 Organic Gardening	4.1
12 Southern Living	3.8
13 House Beautiful	3.5
14 Metropolitan Home	3.5
15 Mechanix Illustrated	1.7
16 Flower & Garden	0.9
17 Sunset	0.4
18 Texas Homes	ne
19 Better Homes & Gdns.	-0.2
20 Houston Home & Gdn.	-3.8
21 Home	-6.3
22 House & Garden	-12.1

Net Chg. Sub. Circ. (1982/1983)	
	(Subs.)
1 1001 Home Ideas	212,866
2 Country Living	151,409
3 Family Handyman	126,029
4 Southern Living	75,985
5 New Shelter	74,492
6 Workbench	71,396
7 Organic Gardening	54,077
8 Architectural Digest	49,571
9 Early American Life	42,181
10 Country Journal	26,301
11 Mechanix Illustrated	24,480
12 Americana	23,102
13 Metropolitan Home	21,992
14 House Beautiful	19,987
15 Colonial Homes	16,590
16 Flower & Garden	5,476
17 Sunset	5,004
18 Texas Homes	ne
19 Houston Home & Gdn.	-2,857
20 Better Homes & Gdns.	-14,712
21 Home	-31,230
22 House & Garden	-79,336
Total	872,803

Net Chg. Newst. Circ. (1982/1983)	
1 Country Living	62,992
2 Home	16,601
3 Early American Life	7,779
4 Southern Living	4,740
5 Americana	3,519
6 Family Handyman	1,434
7 Texas Homes	ne
8 Country Journal	-693
9 Flower & Garden	-911
10 Houston Home & Gdn.	-1,118
11 Workbench	-2,451
12 Organic Gardening	-3,955
13 House Beautiful	-7,499
14 Architectural Digest	-10,128
15 1001 Home Ideas	-11,165
16 Metropolitan Home	-12,359
17 Sunset	-12,532
18 New Shelter	-13,247
19 Colonial Homes	-13,381
20 Mechanix Illustrated	-17,492
21 Better Homes & Gdns.	-23,759
22 House & Garden	-264,212
Total	-297,837

n/a = not applicable ne = not estimated

tors Tests, Technical Questions and Answers, Hints, Tips on Using Tools, Innovative House Plans and Product Reports.

Member: ABC

Primary SRDS Classification No. 24

Flower & Garden

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730

Year founded: 1937

Published: Bimonthly

Publisher: J. E. Tillotson II

Advertising Director: Bradford B. Reynolds

Other key contacts: John E. Tillotson III, President; Albert G. Glass, Circulation Director

Editorial Description: Flower & Garden editorial takes a How-To gardening approach concentrating on upkeep, planting problems, tree, shrub, lawn, flower and vegetable growing, indoor plant

interests, specialty plant hobbies, flower arranging and other creative activities related to horticulture.

Member: ABC, MPA

Primary SRDS Classification No. 21

Home

Knapp Communications Corporation
140 East 45th Street
2 Grand Central Towers
New York, NY 10017
(212) 688-9105

Year founded: 1954

Published: 12x per year

Publisher: George C. Fields

Advertising Director: Herbert W. Bode

Other key contacts: Karen Crawford, Promotion Director; Patricia Soffel, Advertising Service Manager; William Silver, Research Manager

Editorial Description: Home is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture

and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, Home's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC

Primary SRDS Classification No. 24

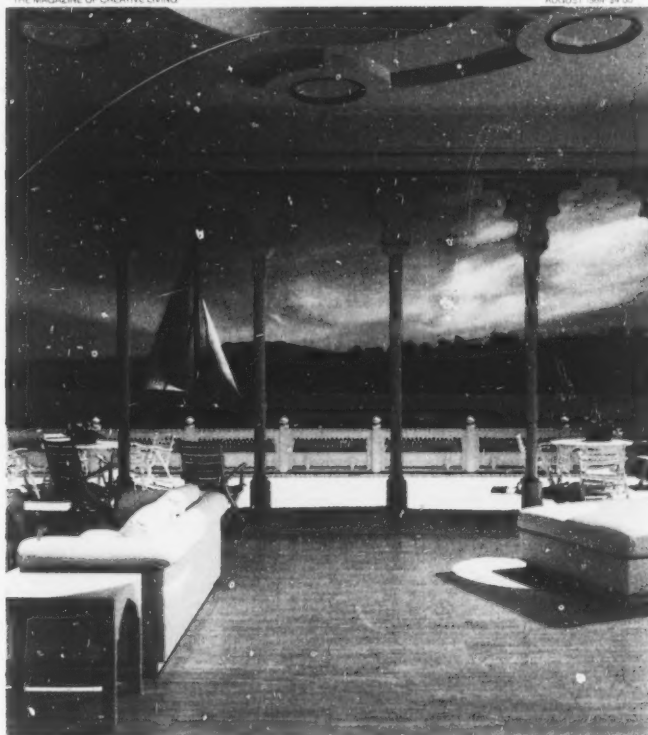
House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

HOUSE & GARDEN

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- 2.) Ad Revenue
- 3.) Circulation
- 4.) Total Revenue
- 5.) Subscriptions
- 6.) Subscriptions Revenue

Home Service (continued)

Subscription Revenue (2000)

1 Better Homes & Gdns.	58,339
2 Southern Living	33,336
3 Architectural Digest	16,412
4 Organic Gardening	15,784
5 1001 Home Ideas	14,676
6 House & Garden	13,719
7 Sunset	12,165
8 Mechanix Illustrated	10,488
9 Family Handyman	9,359
10 Country Living	8,316
11 New Shelter	6,771
12 House Beautiful	6,561
13 Metropolitan Home	6,189
14 Colonial Homes	4,784
15 Home	4,720
16 Early American Life	4,324
17 Workbench	3,710
18 Country Journal	3,539
19 Americana	2,884
20 Flower & Garden	2,739
21 Texas Homes	1,048
22 Houston Home & Gdn.	921
Total	240,784

% Chg. Sub. Revenue (1982/1983)

1 House & Garden	98.7
2 Country Living	52.0
3 Workbench	47.4
4 Metropolitan Home	25.1
5 1001 Home Ideas	24.9
6 New Shelter	23.4
7 Colonial Homes	21.3
8 Country Journal	20.7
9 Houston Home & Gdn.	18.8
10 Early American Life	14.2
11 Southern Living	13.6
12 Architectural Digest	9.5
13 Americana	7.7
14 Flower & Garden	6.8
15 Organic Gardening	6.7
16 Family Handyman	4.3
17 Better Homes & Gdns.	3.5
18 Mechanix Illustrated	1.5
19 Sunset	0.9
20 Texas Homes	ne
21 House Beautiful	-4.4
22 Home	-4.6

Newsstand Revenue (2000)

1 Better Homes & Gdns.	10,282
2 Country Living	8,535
3 Architectural Digest	6,266
4 House Beautiful	5,991
5 House & Garden	4,097
6 Southern Living	3,413
7 Colonial Homes	3,379
8 Mechanix Illustrated	3,221
9 Sunset	1,678
10 Home	1,478
11 Metropolitan Home	1,469
12 1001 Home Ideas	840
13 Family Handyman	822
14 Country Journal	533
15 Early American Life	482
16 Houston Home & Gdn.	376
17 Texas Homes	370
18 Workbench	336
19 New Shelter	263
20 Americana	262
21 Organic Gardening	191
22 Flower & Garden	81
Total	54,365

% Chg. News Rev. (1982/1983)

1 Early American Life	55.4
2 Country Living	45.1
3 Home	35.6
4 Family Handyman	22.7
5 House Beautiful	21.9
6 Americana	18.5
7 Better Homes & Gdns.	15.2
8 Country Journal	13.5
9 Metropolitan Home	9.3
10 Southern Living	8.7
11 Colonial Homes	7.7
12 Sunset	2.5
13 Texas Homes	ne
14 Architectural Digest	-0.5
15 Workbench	-6.3
16 Houston Home & Gdn.	-6.6
17 Mechanix Illustrated	-8.9
18 Flower & Garden	-9.6
19 1001 Home Ideas	-23.7
20 Organic Gardening	-27.2
21 House & Garden	-34.9
22 New Shelter	-41.8

ne = not estimated n/a = not applicable

Publisher: William Bondlow
Advertising Director: Donald Kilmartin
Other key contacts: Timothy Knipe, Marketing Director; Robert Newkirchen, Advertising Manager

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC

Primary SRDS Classification No. 24

House Beautiful

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000

Year founded: 1896

Published: 12x per year

Publisher: D. Claeys Bahrenburg

Advertising Director: Charlotte Perkins

Other key contacts: E. Michael Peterson, Western Manager; Donald Ross, Southern Manager; A. Sasha Lawer, West Coast Manager

Editorial Description: House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advance design concepts to practical home planning and main-

tenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Member: ABC

Primary SRDS Classification No. 24

Houston Home & Garden

Metro Home & Garden Magazines
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly

CBS MAGAZINES

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Home Service (continued)

Publisher: Barbara Wood
Advertising Director: Susan Deaner

Editorial Description: Houston Home & Garden is aimed at the urban reader who is interested in making the home a unique living environment. As a guide to contemporary city living, the magazine concentrates on various trends in the home: design, decor, remodeling and furnishing, as well as ideas on entertaining and gardening. Approximately one-third of every issue is devoted to decorating with a feature home, one-third to gardening and landscaping and one-third to food, entertaining and informative lifestyle subjects.

Member: ABC

Primary SRDS Classification No. 24

Mechanix Illustrated

CBS Magazines
1515 Broadway, 12th Floor
New York, NY 10036
(212) 719-6000
Year founded: 1928
Published: Monthly

Publisher: Marlene Jensen
Advertising Director: Ernest J. Renzulli
Other key contacts: Robert Fitzpatrick, Marketing Research Director

Editorial Description: Mechanix Illustrated is devoted to home improvement and automotive care. Mechanix Illustrated provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC

Primary SRDS Classification No. 29

Metropolitan Home

Meredith Corporation
1716 Locust Street
Des Moines, IA 50336
(515) 284-5000
Year founded: 1981
Published: Monthly

Publisher: Stephen R. Burzon
Advertising Director: William G. Murphy
Other key contacts: Merrie L. Davis, Sales Development Director; Christina M. Frohock, Sales Promotion & Research Manager

Editorial Description: Metropolitan Home contains coverage of home design, home furnishings, food, wines and spirits, entertaining, electronics and travel and defines the art of living well for quality-conscious young adults. Metropolitan Home contains first-hand news and guidance toward achieving the readers' own personal style.

Member: ABC

Primary SRDS Classification No. 24

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9x per year

Publisher: James C. McCullagh
Advertising Director: Sanford T. Beldon
Other key contacts: Bennett Zucker, Advertising Manager; Tom Stoneback, Marketing Services Manager

Editorial Description: New Shelter is edited for the homeowner who wants to renovate, remodel, maintain, and improve his home. The editorial content is devoted to new construction ideas and techniques, home remodeling, improvement and repair, design and architecture, home energy, finance and management, landscaping and gardening, and new advances in home electronics. Regular editorial departments include: product testing & evaluation, plans and projects, product preview, technical questions and answers, solar innovations, trade secrets of professional remodelers, and how-to projects.

Member: ABC

Primary SRDS Classification No. 24

1,001 Home Ideas

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1937
Published: Monthly

Publisher: Shepherd Brandfon
Other key contacts: Henry Holmes, Associate Publisher; Tomi Manikas, Assistant to the Publisher

Editorial Description: 1,001 Home Ideas, a shelter magazine, is edited for homeowners interested in interior design, remodeling, building and better living. "How America Copes," a regular home feature, offers solutions to specific family living problems. Major home-building and remodeling stories, including exterior and interior features, house plans are included. Advice on design, color, fabrics, carpeting, home furnishings, room arrangements, home appliances and equipment

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Home Service (continued)

appear in each issue. "Can Do Clinic" presents step by step instructions for do-it-yourselfers. Entertainment, food, and craft articles appear regularly.

Member: ABC

Primary SRDS Classification No. 24

Organic Gardening

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171

Year founded: 1942

Published: 12x per year

Publisher: Sanford T. Beldon

Advertising Director: Craig Neal

Other key contacts: Tom Stoneback, Marketing Services Manager

Editorial Description: Organic Gardening promotes the idea of gardening with natural materials and methods. Organic Gardening is a practical, "how-to-do-it" magazine. In addition to editorial coverage of gardening, the magazine features articles on home and grounds improvements, home energy, home crafts and food processing, preservation and preparation.

Member: ABC

Primary SRDS Classification No. 21

Southern Living

Southern Living, Inc.
820 Shades Creek Parkway
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly
Publisher: Jim DeVira

Advertising Director: Jim DeVira

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC

Primary SRDS Classification No. 24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600

Year founded: 1898

Published: 12x per year

Publisher: L.W. Lane, Jr.

Advertising Director: Richard T. Bristol

Other key contacts: James W. Baker, Eastern Advertising Sales Manager; Laurence C. Smith, Advertising Sales Manager

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. Is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC

Primary SRDS Classification No. 24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000

Year founded: 1977

Published: 12x per year

Publisher: Ann Richardson

Advertising Director: Jim Deibel

Editorial Description: Texas Homes is a magazine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC, MPA

Primary SRDS Classification No. 30A

Workbench

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730

Year founded: 1937

Published: Bimonthly

Publisher: J. E. Tillotson II

Advertising Director: Bradford B. Reynolds

Other key contacts: John E. Tillotson III, President; Albert G. Glass, Circulation Director

Editorial Description: Workbench magazine is concerned both with ideas and practical methods applied to how-to-do projects. Instructions, drawings, and photographs are used to present projects for the beginning and advanced home craftsman.

Member: ABC, MPA

Primary SRDS Classification No. 24

Food & Beverage Marketing

**Helping
advertisers reach
and influence marketers
who annually spend
\$13 billion on advertising
and promotion.**

U.S. Business Press
We're all business

11 W. 19th Street 10011 Telephone (212) 741-7210

Food & Beverage delivers 17,000 marketers and their 2,800 advertising agency counterparts who want to reach the consumer who spends \$294 billion on food, beverage, beer, wine, liquor and tobacco.

MARKET REVENUES TAKE OFF...

Ad-revenue-only publications average 38.7% lift in dollars, 25.7% in ad pages.

Circulations level off with total gain of 2,215 copies per issue.

AND THERE'S NO TURBULENCE IN SIGHT...

United is total revenue, ad revenue, and circulation leader. Book also leads circulation growth vs. '82.

In ad pages, *Eastern Review* earns market leader wings.

Pan Am Clipper makes return flight into Folio:400 with \$4.5 million in ad revenues.

Growth leader *Delta Sky* soars in ad pages and revenues.

Revenue runner-up *American Way* sees ad dollars increase by 1/3.

TWA Ambassador also on smooth revenue flight path with double-digit growth.

WHERE TIME STANDS STILL AND THE MIND TRAVELS

"She may not believe in engagements but I think I'll give her a ring anyway."

"Next week I'm going to treat myself to a day at Elizabeth Arden."

"We've both been traveling so much on business we owe ourselves a weekend in Florida."

Thoughtwaves in flight. They take off five miles high in the sky. In that rarified atmosphere where people can see things more clearly and come to conclusions more easily. Why they should do as much for themselves as they do for their jobs. Where a couple could meet to fit one long weekend into two very busy schedules. When one should succumb to a romantic impulse and rethink a pragmatic plan. Ideas and decisions converge inflight. Because flytime is freetime. The right time to communicate with today's time-pressed business men and women. In that special place above the clouds where they're open to suggestion and concentrated on the magazines that travel with them. East/West Network connects with today's high powered business travelers when they have a lot more than business on their minds.

EAST  WEST NETWORK

Publisher of the magazines that dominate the sky.

Aboard Eastern, United, Continental, Republic, PSA, Ozark, USAir, Pan Am, Western and Amtrak.

Ad Pages	
1 Eastern Review	1,250
2 United	1,162
3 American Way	1,123
4 Delta Sky	800
5 TWA Ambassador	652
6 Pan Am Clipper	506
Total	5,493

% Chg. Ad Pages (1982/1983)	
(%)	
1 Delta Sky	35.0
2 Eastern Review	30.7
3 United	27.0
4 American Way	20.8
5 TWA Ambassador	15.2
6 Pan Am Clipper	ne

Net Chg. Ad Pages (1982/1983)	
1 Eastern Review	294
2 United	247
3 Delta Sky	207
4 American Way	193
5 TWA Ambassador	86
6 Pan Am Clipper	ne
Total	1,027

Avg. Ad Pages/Copy	
1 Eastern Review	104
2 United	97
3 American Way	94
4 Delta Sky	67
5 TWA Ambassador	54
6 Pan Am Clipper	42

Ad Revenue (\$000)	
1 United	11,145
2 American Way	9,227
3 Eastern Review	9,100
4 Delta Sky	7,128
5 TWA Ambassador	5,286
6 Pan Am Clipper	4,490
Total	46,376

% Chg. Ad Revenue (1982/1983)	
(%)	
1 Delta Sky	50.4
2 Eastern Review	46.1
3 United	41.0
4 American Way	35.2
5 TWA Ambassador	20.9
6 Pan Am Clipper	ne

Net Chg. Ad Revenue (1982/1983)	
1 United	3,243
2 Eastern Review	2,872
3 American Way	2,403
4 Delta Sky	2,388
5 TWA Ambassador	915
6 Pan Am Clipper	ne
Total	11,821

Avg. Edit. Pgs./Copy	
1 American Way	99
2 Pan Am Clipper	85
3 United	78
4 Eastern Review	72
5 Delta Sky	71
6 TWA Ambassador	51

Average Circulation	
1 United	365,469
2 Eastern Review	307,006
3 Delta Sky	294,000
4 TWA Ambassador	241,575
5 American Way	232,225
6 Pan Am Clipper	230,249
Total	1,670,524

% Chg. Avg. Circ. (1982/1983)	
(%)	
1 United	4.0
2 Eastern Review	2.5
3 Delta Sky	0.0
4 Pan Am Clipper	ne
5 American Way	-3.2
6 TWA Ambassador	-4.5

Net Chg. Avg. Circ. (1982/1983)	
1 United	14,121
2 Eastern Review	7,355
3 Delta Sky	0
4 Pan Am Clipper	ne
5 American Way	-7,775
6 TWA Ambassador	-11,486
Total	2,215

Total Revenue (ad rev. + circ. rev.) (\$000)	
1 United	11,145
2 American Way	9,227
3 Eastern Review	9,100
4 Delta Sky	7,128
5 TWA Ambassador	5,286
6 Pan Am Clipper	4,490
Total	46,376

% Chg. Total Revenue (1982/1983)	
(%)	
1 Delta Sky	50.4
2 Eastern Review	46.1
3 United	41.0
4 American Way	35.2
5 TWA Ambassador	20.9
6 Pan Am Clipper	ne

Avg. Total Pgs./Copy	
1 American Way	193
2 Eastern Review	176
3 United	175
4 Delta Sky	138
5 Pan Am Clipper	127
6 TWA Ambassador	105

n/a = not applicable
ne = not estimated



PLAYBOY:

The Necessary Accessory.

PLAYBOY adults really pay attention to detail. In the past year, they spent more than \$192 million on luggage and attaché cases.

**Nobody knows men
better than PLAYBOY.**

Source: MRI, Spring 1984. © 1984 by Playboy.

Magazine Profiles

American Way

American Airlines, Inc.
MD 3D08, P.O. Box 619616
DFW Airport, TX 75261-9616
MD 3D08, 4200 American Blvd.
Ft. Worth, TX 76155
(817) 355-1583
Year founded: 1966
Published: Monthly

Publisher: Walter A. Damtoft
Advertising Director: Hank Thunhorst

Editorial Description: American Way is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA

Primary SRDS Classification No. 1

Delta Sky

Halsey Publishing Company Air Group One (AGO)
12955 Biscayne Boulevard
North Miami, FL 33181
(305) 893-1520
Year founded: 1972
Published: 12x per year

Publisher: Seymour Gerber
Advertising Director: Larry Nieman
Other key contacts: Alan Winter, Sales Manager

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. 1

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: Eastern Review is a collection of the nation's current periodic literature, including articles on business, society, arts and a wide range of other subjects.

Primary SRDS Classification No. 1

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: Pan Am Clipper is a general interest magazine for international and domestic airline travelers. Editorial content emphasizes business, travel, entertainment, sports, photo essays, ideas and trends, dining, and the arts.

Member: BPA

Primary SRDS Classification No. 1

TWA Ambassador

Halsey Publishing Company
12955 Biscayne Boulevard
North Miami, FL 33181
(305) 893-1520
Year founded: 1968
Published: 12x per year

Publisher: Jack Burkam
Advertising Director: Joseph C. Paulsen
Other key contacts: Pam Winter, Vice President, Marketing

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA

Primary SRDS Classification No. 1

United

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1957
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: United focuses on the achievements and lifestyles of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education and entertainment. It also carries travel destination and service features.

Member: BPA

Primary SRDS Classification No. 1

PLAYBOY:

Gets Them Packing.

Nobody knows men
better than PLAYBOY.

PLAYBOY's adult readers are 59% more likely than the average adult to take domestic business flights.



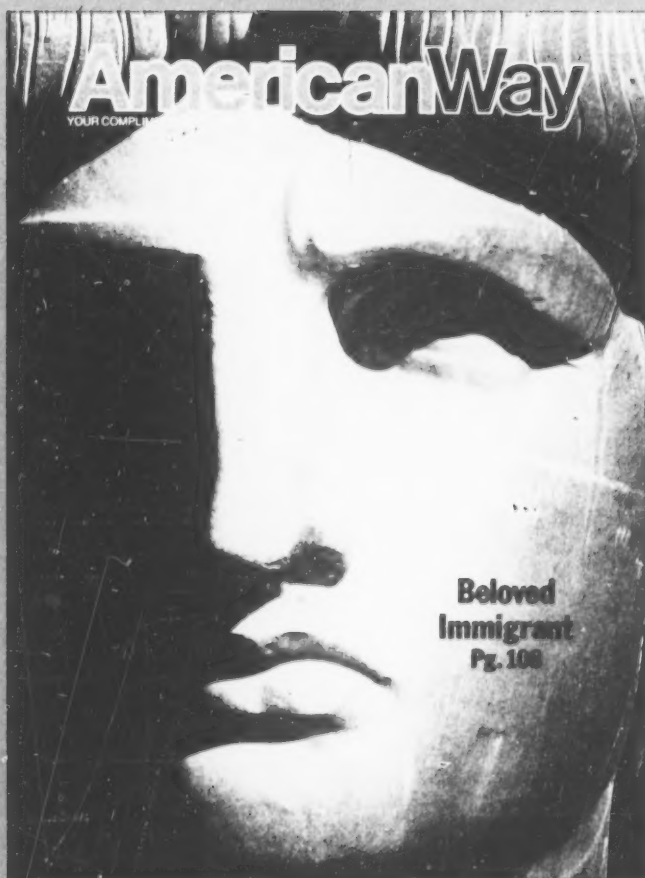
Source: MRI, Spring 1984. © 1984 by Playboy

AmericanWay

**ANNOUNCES
A FREQUENCY
CHANGE TO**

26

**ISSUES
A YEAR**



On January 8, 1985, *American Way* will become the first inflight magazine to be published twenty-six times a year.

To better serve our readers, who are frequent travelers flying on American Airlines' expanding route system, we'll deliver a new issue every other week.

Now advertisers will have greater flexibility in reaching the business executives on board every flight.

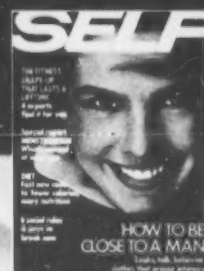
High performance and innovation have been the key to *American Way*'s success. The new bi-weekly frequency will create new opportunities for advertisers and enhance our relationship with our readers—your best prospects.

For rates and information, please call Hank Thunhorst, Advertising Director, (212) 826-9453.

*This week I dieted for six days.
And cheated on the seventh.
But thanks to my favorite magazine
I gained a lot of insight and no inches.
Every month, SELF* helps me handle
the pleasures and pressures
of being a woman today.*

I BELIEVE IN MY

SELF



*The handbook of
a new generation.*

LIFESTYLE BOOKS POPULAR WITH ADVERTISERS AND READERS...

Market books enjoy average total revenue growth of 17% vs. 1982. Breaks down as 24.7% average ad revenue jump, 12.7% average boost in circulation revenues.

Circulation revenues are 53% of total (subs — 36%, newsstand — 17%), ad dollars 47%.

SEEMS THEY HAVE SOMETHING FOR EVERYONE...

Rolling Stone leads diverse market in total revenue, advertising, and newsstand revenues.

Total revenue runner-up *Organic Gardening* is largest in average circulation, subscription circulation and revenues.

Yachting, Cruising World dock in ad page berths 1 and 2.

GROWTH FAVORS ACTIVE AND GRASS-ROOTS LIFESTYLE BOOKS...

American Health in top shape, growing fastest in total revenues, ad pages and revenues, circulation, subscriptions and sub revenues.

Outside 2nd in total revenue, ad page growths.

Fastest grower at the newsstand *Early American Life* turns in market's 2nd best average circulation growth.

Bicycling pumps to 3rd best growth in total revenues, ad pages and circulation.

Americana enjoys brisk upward pace in total revenues, ad pages and revenues, newsstand sales.

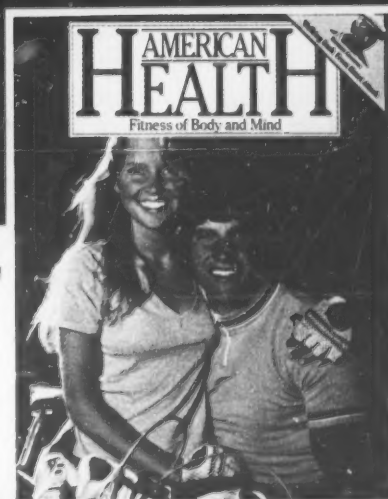
**This businessman spends
over 300 days a year on the road.**



That's the new way America lives.

Jogging. The portable exercise. To 37 million Americans, it's as regular a habit as tying their running shoe laces. Striving toward health and fitness is now a daily routine. And American Health magazine is in step with this contemporary new lifestyle. Reporting it in a fresh, unique, and invigorating way.

As the phenomenon continues to pick up speed, we've swiftly run our rate base up to a healthy 800,000 (eff. 7/84). And now, we publish monthly. Call John Caldwell, Advertising Director. He'll put you on the road to success. 212-242-2460, 80 Fifth Avenue, New York, NY 10011.



Lifestyles

Ad Pages	
1 Yachting	1,800
2 Cruising World	1,687
3 Motor Boating & Sailg.	1,599
4 Sail	1,415
5 Boating	1,342
6 Trailer Life	1,287
7 Rolling Stone	1,172
8 Bicycling	897
9 Organic Gardening	835
10 Western Horseman	760
11 Runner's World	593
12 Country Journal	519
13 Outside	481
14 Mother Earth News	353
15 Grit	296
16 American Health	256
17 Americana	222
18 Early American Life	196
Total	15,710

% Chg. Ad Pages (1982/1983)	
	(%)
1 American Health	66.4
2 Outside	25.9
3 Bicycling	17.8
4 Americana	13.9
5 Motor Boating & Sailg.	11.5
6 Runner's World	7.0
7 Rolling Stone	6.9
8 Boating	6.5
9 Trailer Life	6.0
10 Organic Gardening	3.3
11 Cruising World	ne
12 Western Horseman	0.0
13 Country Journal	-1.6
14 Mother Earth News	-1.7
15 Grit	-3.9
16 Yachting	-5.9
17 Early American Life	-6.5
18 Sail	-8.8

Net Chg. Ad Pages (1982/1983)	
1 Motor Boating & Sailg.	165
2 Bicycling	136
3 American Health	102
4 Outside	99
5 Boating	82
6 Rolling Stone	76
7 Trailer Life	73
8 Runner's World	39
9 Americana	27
10 Organic Gardening	26
11 Cruising World	ne
12 Western Horseman	0
13 Mother Earth News	-6
14 Country Journal	-8
15 Grit	-12
16 Early American Life	-14
17 Yachting	-112
18 Sail	-136
Total	537

Avg. Ad Pages/Copy	
1 Yachting	150
2 Cruising World	141
3 Motor Boating & Sailg.	133
4 Sail	118
5 Boating	112
6 Trailer Life	107
7 Bicycling	100
8 Organic Gardening	70
9 Western Horseman	63
10 Mother Earth News	59
11 Outside	53
12 Rolling Stone	49
13 Runner's World	46
14 American Health	43
15 Country Journal	43
16 Americana	37
17 Early American Life	33
18 Grit	8

Ad Revenue (\$000)	
1 Rolling Stone	21,672
2 Organic Gardening	9,139
3 Boating	8,559
4 Sail	8,361
5 Yachting	7,906
6 Motor Boating & Sailg.	6,300
7 Trailer Life	5,567
8 Runner's World	5,125
9 Mother Earth News	4,566
10 Bicycling	4,379
11 Cruising World	3,585
12 Outside	3,448
13 Country Journal	3,272
14 Grit	2,311
15 American Health	1,961
16 Western Horseman	1,881
17 Americana	1,576
18 Early American Life	865
Total	100,473

% Chg. Ad Revenue (1982/1983)	
	(%)
1 American Health	129.6
2 Americana	63.2
3 Outside	44.3
4 Bicycling	31.2
5 Trailer Life	30.4
6 Runner's World	25.9
7 Rolling Stone	25.8
8 Motor Boating & Sailg.	18.9
9 Country Journal	17.5
10 Boating	16.9
11 Organic Gardening	9.3
12 Yachting	7.1
13 Western Horseman	5.6
14 Grit	3.6
15 Cruising World	ne
16 Early American Life	0.0
17 Mother Earth News	-4.1
18 Sail	-5.0

Net Chg. Ad Revenue (1982/1983)	
	(\$000)
1 Rolling Stone	4,441
2 Trailer Life	1,297
3 Boating	1,237
4 American Health	1,107
5 Outside	1,059
6 Runner's World	1,055
7 Bicycling	1,041
8 Motor Boating & Sailg.	1,000
9 Organic Gardening	779
10 Americana	610
11 Yachting	526
12 Country Journal	487
13 Western Horseman	99
14 Grit	81
15 Cruising World	ne
16 Early American Life	0
17 Mother Earth News	-196
18 Sail	-439
Total	14,184

Avg. Edit. Pgs./Copy	
1 Mother Earth News	126
2 Runner's World	117
3 Cruising World	93
4 Yachting	89
5 Bicycling	78
6 Boating	78
7 Sail	77
8 Western Horseman	75
9 Organic Gardening	72
10 Americana	70
11 Motor Boating & Sailg.	69
12 American Health	67
13 Country Journal	64
14 Outside	60
15 Early American Life	55
16 Rolling Stone	46
17 Grit	ne
18 Trailer Life	ne

n/a = not applicable
ne = not estimated

Magazine Profiles

American Health Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1981
Published: Bimonthly (published 10x per year
beginning May 84)

Publisher: Owen J. Lipstein
Advertising Director: John B. Caldwell, Jr.
Other key contacts: Susan J. Boyd, Promotion
Director; Richard Muehleman, Production
Director

Editorial Description: American Health: Fitness
of Body and Mind is designed to deal directly
with the current emerging lifestyle focused on in-
dividual health and well-being. Principal features
cover recent developments in such areas as nutri-
tion, fitness and exercise, prevention and psy-
chology. Shorter items cover such topics as
stress, new medical technologies, sports medicine
and the economics of the health care system, in-
cluding the evaluation of doctors, drugs, insur-
ance plans, etc.

Member: ABC
Primary SRDS Classification No. 23

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: 6x per year

Publisher: Jack Armstrong
Advertising Director: Art Johnson
Other key contacts: Michael Durham, Editor

Editorial Description: Americana magazine pub-
lishes articles on crafts, collecting, restorations,
travel, decorating, cooking, gardening, and a
number of other activities with roots in the
American past that people are participating in to-
day. Contains practical information, including de-
tailed how-to instructions.

Member: ABC
Primary SRDS Classification No. 24

Bicycling

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979

Published: 9x per year

Publisher: James C. McCullagh
Advertising Director: Sanford T. Beldon
Other key contacts: Marcia Godelesky, Adverti-
sing Manager

Editorial Description: Bicycling features bicycle
adventures, bike racing, family bicycle trips, va-
cations, surveys of technical problems, equip-
ment review, health articles, bicycle commuting,
bikeway news, history. Articles encourage the
reader to ride a bicycle, or to take a particular
trip, or to adapt to a new method of bicycle
travel.

Member: ABC membership applied for
Primary SRDS Classification No. 45

Boating

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 725-3985
Year founded: 1956
Published: 12x per year

Publisher: J. Samuel Huey
Advertising Director: Robert E. Berg

Editorial Description: Boating is edited for the
(continued)

Lifestyles (continued)

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
			(%)				
1 Organic Gardening	1,372,515	1 American Health	44.3	1 American Health	153,489	1 Rolling Stone	259,193
2 Mother Earth News	948,298	2 Early American Life	15.9	2 Organic Gardening	50,122	2 Grit	187,988
3 Rolling Stone	776,821	3 Bicycling	10.2	3 Early American Life	49,961	3 Mother Earth News	187,953
4 Grit	688,019	4 Country Journal	3.1	4 Americana	26,622	4 Runner's World	130,017
5 American Health	500,174	5 Americana	8.7	5 Country Journal	25,609	5 Bicycling	74,135
6 Runner's World	381,818	6 Yachting	5.9	6 Bicycling	21,503	6 American Health	69,029
7 Early American Life	363,469	7 Boating	5.3	7 Runner's World	10,669	7 Outside	68,932
8 Americana	330,868	8 Motor Boating & Sailg.	5.0	8 Rolling Stone	9,628	8 Western Horseman	65,172
9 Trailer Life	321,641	9 Organic Gardening	3.8	9 Boating	9,440	9 Sail	58,029
10 Country Journal	307,647	10 Runner's World	2.9	10 Yachting	8,385	10 Yachting	53,098
11 Bicycling	231,761	11 Rolling Stone	1.3	11 Motor Boating & Sailg.	6,785	11 Boating	50,561
12 Outside	215,072	12 Trailer Life	1.0	12 Trailer Life	3,184	12 Motor Boating & Sailg.	33,828
13 Boating	186,071	13 Outside	0.6	13 Outside	1,256	13 Cruising World	33,701
14 Sail	174,788	14 Cruising World	ne	14 Cruising World	ne	14 Early American Life	32,110
15 Western Horseman	167,048	15 Western Horseman	0.9	15 Western Horseman	-1,450	15 Country Journal	25,397
16 Yachting	150,994	16 Sail	-1.3	16 Sail	-2,241	16 Americana	22,383
17 Motor Boating & Sailg.	142,094	17 Grit	-1.8	17 Grit	-12,604	17 Trailer Life	18,442
18 Cruising World	112,951	18 Mother Earth News	-11.1	18 Mother Earth News	-118,900	18 Organic Gardening	10,637
Total	7,372,049			Total	241,458	Total	1,380,605

Total Revenue (ad rev. + circ. rev.)		% Chg. Total Revenue (1982/1983)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. News. Circ. (1982/1983)	
	(\$000)		(%)				(%)
1 Rolling Stone	39,098	1 American Health	68.4	1 Yachting	239	1 Early American Life	32.0
2 Organic Gardening	25,115	2 Outside	34.3	2 Cruising World	234	2 American Health	18.8
3 Mother Earth News	19,967	3 Bicycling	25.6	3 Motor Boating & Sailg.	202	3 Americana	18.7
4 Grit	17,334	4 Americana	22.2	4 Sail	195	4 Bicycling	12.0
5 Runner's World	12,784	5 Trailer Life	21.7	5 Boating	190	5 Boating	5.3
6 Sail	12,546	6 Country Journal	18.7	6 Mother Earth News	185	6 Yachting	4.8
7 Boating	11,626	7 Rolling Stone	18.0	7 Bicycling	177	7 Runner's World	4.3
8 Yachting	10,968	8 Grit	16.4	8 Runner's World	162	8 Mother Earth News	0.8
9 Trailer Life	8,374	9 Runner's World	16.2	9 Organic Gardening	142	9 Western Horseman	0.4
10 Motor Boating & Sailg.	8,243	10 Motor Boating & Sailg.	14.9	10 Western Horseman	139	10 Cruising World	ne
11 Bicycling	8,038	11 Early American Life	14.3	11 Outside	113	11 Motor Boating & Sailg.	-0.4
12 Country Journal	7,344	12 Boating	14.1	12 American Health	109	12 Rolling Stone	-0.8
13 American Health	6,669	13 Organic Gardening	7.3	13 Americana	107	13 Sail	-2.4
14 Outside	6,470	14 Yachting	6.8	14 Country Journal	107	14 Country Journal	-2.7
15 Cruising World	5,928	15 Western Horseman	2.3	15 Rolling Stone	95	15 Outside	-5.9
16 Early American Life	5,671	16 Cruising World	ne	16 Early American Life	88	16 Trailer Life	-6.4
17 Americana	4,722	17 Sail	-1.4	17 Grit	ne	17 Organic Gardening	-27.1
18 Western Horseman	4,251	18 Mother Earth News	-3.6	18 Trailer Life	ne	18 Grit	-36.0
Total	215,148						

n/a = not applicable
ne = not estimated

PLAYBOY:

Leisure Class.

PLAYBOY men know how to party: they threw more than 100 million last year.

**Nobody knows men
better than PLAYBOY.**

Source: MRI, Spring 1984. © 1984 by Playboy.



American Health Rate Base

850,000

Spectacular circulation growth of 183% in 3 years.

Total of 75,000* controlled circulation to Dr. office waiting rooms across the country.

Reliance on subscription agencies minimal.

One of the fastest growing circulation rates ever for any new magazine.

No premiums offered with subs; and introductory subscription rate is high—\$1.25 per copy.

Get additional information on our success story by contacting your American Health Sales Representative (212)242-2460.



*effective March '85.

Lifestyles (continued)

Avg. Subscrip. Circ.	
1 Organic Gardening	1,361,879
2 Mother Earth News	760,345
3 Rolling Stone	517,628
4 Grit	500,032
5 American Health	431,145
6 Early American Life	331,359
7 Americana	308,485
8 Trailer Life	303,199
9 Country Journal	282,251
10 Runner's World	251,801
11 Bicycling	157,626
12 Outside	146,140
13 Boating	135,510
14 Sail	116,759
15 Motor Boating & Sailg.	108,266
16 Western Horseman	101,876
17 Yachting	97,896
18 Cruising World	79,250
Total	5,991,447

% Chg. Sub. Circ. (1982/1983)	
1 American Health	49.4
2 Grit	22.9
3 Early American Life	14.6
4 Country Journal	10.3
5 Bicycling	9.4
6 Americana	8.1
7 Motor Boating & Sailg.	6.8
8 Yachting	6.5
9 Boating	5.3
10 Organic Gardening	4.1
11 Outside	4.0
12 Rolling Stone	2.3
13 Runner's World	2.1
14 Trailer Life	1.5
15 Cruising World	ne
16 Sail	-0.7
17 Western Horseman	-1.7
18 Mother Earth News	-13.7

Net Chg. Sub. Circ. (1982/1983)	
1 American Health	142,557
2 Grit	93,306
3 Organic Gardening	54,077
4 Early American Life	42,181
5 Country Journal	26,301
6 Americana	23,102
7 Bicycling	13,552
8 Rolling Stone	11,737
9 Motor Boating & Sailg.	6,921
10 Boating	6,879
11 Yachting	5,974
12 Outside	5,601
13 Runner's World	5,266
14 Trailer Life	4,454
15 Cruising World	ne
16 Sail	-803
17 Western Horseman	-1,735
18 Mother Earth News	-120,411
Total	318,959

Net Chg. Newst. Circ. (1982/1983)	
1 American Health	10,931
2 Bicycling	7,950
3 Early American Life	7,779
4 Runner's World	5,404
5 Americana	3,519
6 Boating	2,561
7 Yachting	2,411
8 Mother Earth News	1,512
9 Western Horseman	285
10 Cruising World	ne
11 Motor Boating & Sailg.	-137
12 Country Journal	-693
13 Trailer Life	-1,271
14 Sail	-1,438
15 Rolling Stone	-2,109
16 Organic Gardening	-3,955
17 Outside	-4,346
18 Grit	-105,910
Total	-77,507

Subscription Revenue (\$'000)	
1 Organic Gardening	15,784
2 Mother Earth News	12,018
3 Grit	7,832
4 Rolling Stone	7,597
5 Early American Life	4,324
6 Runner's World	4,074
7 American Health	3,880
8 Country Journal	3,539
9 Americana	2,884
10 Trailer Life	2,475
11 Sail	2,444
12 Bicycling	2,325
13 Outside	1,812
14 Boating	1,779
15 Yachting	1,762
16 Cruising World	1,416
17 Western Horseman	1,196
18 Motor Boating & Sailg.	1,063
Total	76,204

% Chg. Sub. Revenue (1982/1983)	
1 American Health	53.7
2 Grit	47.0
3 Outside	41.2
4 Rolling Stone	30.2
5 Bicycling	24.4
6 Country Journal	20.7
7 Early American Life	14.2
8 Trailer Life	9.6
9 Americana	7.7
10 Yachting	6.9
11 Motor Boating & Sailg.	6.7
12 Organic Gardening	6.7
13 Sail	5.5
14 Boating	5.3
15 Runner's World	3.3
16 Cruising World	ne
17 Western Horseman	-0.6
18 Mother Earth News	-4.6

Newsstand Revenue (\$'000)	
1 Rolling Stone	9,829
2 Grit	7,191
3 Runner's World	3,585
4 Mother Earth News	3,383
5 Sail	1,741
6 Bicycling	1,334
7 Yachting	1,300
8 Boating	1,289
9 Outside	1,210
10 Western Horseman	1,173
11 Cruising World	927
12 Motor Boating & Sailg.	881
13 American Health	828
14 Country Journal	533
15 Early American Life	482
16 Trailer Life	332
17 Americana	262
18 Organic Gardening	191
Total	36,471

% Chg. Newst. Rev. (1982/1983)	
1 Early American Life	55.4
2 American Health	42.6
3 Runner's World	19.8
4 Americana	18.5
5 Country Journal	13.5
6 Bicycling	12.0
7 Boating	9.6
8 Sail	8.4
9 Outside	5.8
10 Yachting	4.7
11 Mother Earth News	0.8
12 Western Horseman	0.4
13 Cruising World	ne
14 Motor Boating & Sailg.	-0.4
15 Grit	-2.0
16 Rolling Stone	-2.3
17 Trailer Life	-6.5
18 Organic Gardening	-27.2

n/a = not applicable
ne = not estimated

46

informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC

Primary SRDS Classification No. 6

Blair & Ketchum's Country Journal

Historical Times, Inc.
2245 Kohn Road / Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly
Publisher: Warren Syer

Other key contacts: Kathy Read, Advertising Manager; Len Levine, Vice President, Marketing

Editorial Description: Blair & Ketchum's Country Journal is a magazine about country living written with today's active homeowner in mind. Primarily directed at residents of the northeast, Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC

Primary SRDS Classification No. 24

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly
Publisher: Murry L. Davis
Advertising Director: Donald Thompson
Other key contacts: George Day, Editor; William

Roche, Art Director; Margo Waite, Associate Publisher

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC

Primary SRDS Classification No. 6

Early American Life

Historical Times, Inc.
2245 Kohn Road
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: 6x per year

Advertising Director: Leonard Levine
Other key contacts: Wayne Armentrout,
Business Manager; Kathy Read, Associate
Advertising Director

Lifestyles (continued)

Editorial Description: Early American Life features articles on subjects relating to the arts, crafts, furnishings, and architecture of the 17th, 18th and 19th centuries, and on modern interpretations of the life and style of those times for those who wish to restore, decorate or build in early American style. Antiques, restoration and refinishing, travel to historic sites, cooking and recipes of the period as well as social history are featured.

Member: ABC

Primary SRDS Classification No. 24

Grit

Grit Publishing Company
208 West Third Street
Williamsport, PA 17701
(717) 326-1771
Year founded: 1882
Published: Weekly

Contacts: E. Van Anderson, Vice President & General Manager

Editorial Description: Grit is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, home improvement, family economics, child-raising and recreational activities.

Member: ABC

Primary SRDS Classification No. 22

The Mother Earth News

The Mother Earth News, Inc.
105 Stoney Mountain Road
Hendersonville, NC 28791
(704) 693-0211
Year founded: 1970
Published: Bimonthly

Publisher: Robert M. Lieb
Advertising Director: Thomas Hering
Other key contacts: Jan McKillop, Midwest Sales Manager

Editorial Description: The Mother Earth News is an exurban lifestyle service magazine for individuals and families. It provides readers with how-to-do-it information on food, gardening, home improvement, do-it-yourself skills, small business opportunities, energy use and conservation, and selective buying of quality products. It encourages them to develop their personal and material resources to improve their standard of living, and to enjoy a satisfying lifestyle.

Member: ABC, MPA, MCA, PIB

Primary SRDS Classification No. 22

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1907
Published: 12x per year

Publisher: Robert J. O'Connor
Advertising Director: David B. Fales

Editorial Description: Motor Boating & Sailing is edited for owners of powerboats and sailboats. The magazine's editorial content is aimed at help-

ing readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats, sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC

Primary SRDS Classification No. 6

Organic Gardening

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1942
Published: 12x per year

Publisher: Sanford T. Beldon
Advertising Director: Craig Neal
Other key contacts: Tom Stoneback, Marketing Services Manager

Editorial Description: Organic Gardening promotes the idea of gardening with natural materials and methods. Organic Gardening is a practical, "how-to-do-it" magazine. In addition to editorial coverage of gardening, the magazine features articles on home and grounds improvements, home energy, home crafts and food processing, preservation and preparation.

Member: ABC

Primary SRDS Classification No. 21

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60619
(312) 951-0990
Year founded: 1976
Published: Monthly

Publisher: Lawrence J. Burke
Advertising Director: Anne Clemmer
Other key contacts: Richard Hebard, Associate Publisher

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC, MPA

Primary SRDS Classification No. 8B

Rolling Stone

Straight Arrow Publishers, Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: Biweekly

Publisher: Jann W. Wenner
Advertising Director: Henry Marks, Associate Publisher
Other key contacts: Les Zeifman, National Sales Manager; Bruce Chatterton, National Sales Manager

Editorial Description: Rolling Stone is edited for young adults, with a special emphasis on popular music, politics and American society. Regular features include state-of-the-art audio, hi-fi and photography columns; film, jazz, record and book reviews; reader correspondence; interviews and photojournalism features. Special issues include Audio and Photo Supplements.

Member: ABC

Primary SRDS Classification No. 33

Runner's World

Runner's World Magazine Co., Inc.
1400 Stierlin Road
Mountain View, CA 94043
(415) 965-8777
Year founded: 1966
Published: 13x per year

Publisher: Bob Anderson
Advertising Director: Derek Clayton

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC

Primary SRDS Classification No. 45

Sail

Sail Publications, Inc.
34 Commercial Wharf
Boston, MA 02110
(617) 227-0888
Year founded: 1970
Published: Monthly

Publisher: Donald A. Macaulay

Editorial Description: Sail is edited for the U.S. sailing community—some expert, others beginners actively involved in the development of their sailing skills. Feature articles are written on subjects such as hull and sail design, rigging, tuning, sail trimming, spinnaker handling, wind conditions, etc. Regular departments include boat and equipment design commentary, new boat and new product news and columns on daysailing, MORC, cruising and ocean racing.

Member: ABC

Primary SRDS Classification No. 6

Trailer Life

Trailer Life Publishing Co.
29901 Agoura Road
Agoura, CA 91301
(818) 991-4980
Year founded: 1941
Published: Monthly

Publisher: Denis M. Rouse
Advertising Director: Chuck Kastler

Editorial Description: Trailer Life magazine is written specifically for people whose overall lifestyle is based on travel and recreation in their RV. Every issue includes product tests, travel ar-

(continued on page 300)

Maturity

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

IT MAY BE CALLED MATURITY, BUT THERE'S STILL A LOT OF GROWTH...

Three-book market gains in most measurements, led by \$6 million jump in ad revenues and 865,000 boost in circulation.

ESPECIALLY IF YOU PUT A 'MODERN' IN FRONT OF IT...

Market bulwark *Modern Maturity* has remarkable year by every possible measurement:

9+ million circulation magazine, always dominant in circulation and revenues, also sets rapid growth pace vs. 1982, including 20% ad page jump, double-digit circulation boost, and 25+% hike in total revenues.

Magazine now ranks 64th in Folio:400, up from 70th in '82 and 79th in '81.

BUT THAT'S NOT THE ONLY GAME IN TOWN...

Market newcomer *V.F.W. Magazine* is ad page leader, and grew substantially in ad measurements.

50 Plus delivers noteworthy numbers, e.g. total revenue growth and a market-leading surge in subscription dollars.

Maturity

Ad Pages		% Chg. Ad Pages (1982/1983) (%)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 V.F.W. Magazine	323	1 Modern Maturity	19.6	1 Modern Maturity	38	1 Modern Maturity	39
2 50 Plus	311	2 V.F.W. Magazine	11.4	2 V.F.W. Magazine	33	2 V.F.W. Magazine	29
3 Modern Maturity	232	3 50 Plus	-5.7	3 50 Plus	-19	3 50 Plus	26
Total	866			Total	52		

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983) (%)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 Modern Maturity	14,764	1 Modern Maturity	50.9	1 Modern Maturity	4,977	1 Modern Maturity	67
2 V.F.W. Magazine	2,893	2 V.F.W. Magazine	30.6	2 V.F.W. Magazine	678	2 50 Plus	44
3 50 Plus	1,857	3 50 Plus	22.0	3 50 Plus	335	3 V.F.W. Magazine	ne
Total	19,514			Total	5,990		

Average Circulation		% Chg. Avg. Circ. (1982/1983) (%)		Net Chg. Avg. Circ. (1982/1983)		Subscription Revenue (\$000)	
1 Modern Maturity	9,059,174	1 Modern Maturity	10.2	1 Modern Maturity	836,949	1 Modern Maturity	18,118
2 V.F.W. Magazine	1,809,252	2 50 Plus	5.1	2 50 Plus	14,043	2 50 Plus	3,702
3 50 Plus	287,196	3 V.F.W. Magazine	0.8	3 V.F.W. Magazine	13,956	3 V.F.W. Magazine	1,814
Total	11,155,622			Total	864,948	Total	23,634

Total Revenue (ad rev. + circ. rev.) (\$000)		% Chg. Total Revenue (1982/1983) (%)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. Sub. Revenue (1982/1983) (%)	
1 Modern Maturity	32,882	1 Modern Maturity	25.4	1 Modern Maturity	106	1 50 Plus	12.5
2 50 Plus	5,559	2 V.F.W. Magazine	17.2	2 50 Plus	70	2 Modern Maturity	10.2
3 V.F.W. Magazine	4,707	3 50 Plus	15.5	3 V.F.W. Magazine	ne	3 V.F.W. Magazine	0.7
Total	43,148						

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983) (%)		Net Chg. Sub. Circ. (1982/1983) (Subs.)	
1 Modern Maturity	9,059,174	1 Modern Maturity	10.2	1 Modern Maturity	836,949
2 V.F.W. Magazine	1,809,252	2 50 Plus	5.1	2 50 Plus	14,043
3 50 Plus	287,196	3 V.F.W. Magazine	0.8	3 V.F.W. Magazine	13,956
Total	11,155,622			Total	864,948

n/a = not applicable
ne = not estimated

Magazine Profiles

50 Plus

Retirement Living Publishing Company, Inc.
850 Third Avenue
New York, NY 10022
(212) 715-2600
Year founded: 1978
Published: Monthly

Publisher: William B. Toulouse
Advertising Director: John R. Parker, Associate Publisher/Advertising
Other key contacts: Robert Kimmel, New York Manager

Editorial Description: 50 Plus is a special interest magazine for the over 50 age group. Each issue presents news and features concerning reports on people, money, the law, travel, housing, health, nutrition, education, beauty and style, entertainment and the Washington scene. How to get the most out of the "middle years" and How to plan for retirement is the editorial thrust of 50 Plus.

Member: ABC, BPA

Primary SRDS Classification No. 43A

Modern Maturity

Maturity Magazines Group
1909 K Street, N.W.
Washington, DC 20049
(202) 872-4700
Year founded: 1946
Published: 6x per year

Publisher: Robert E. Wood
Advertising Director: A.T. (Jim) Sutherland
Other key contacts: Peter Hanson, National Sales Manager

Editorial Description: Modern Maturity is a general interest magazine for the 50 and over audience. Its editorial focus covers the interests and needs of mature consumers with varied lifestyles. News and features regularly reflect a broad spectrum of subjects—personalities, careers, financial planning, health, nutrition, beauty, home buying and decor, travel, legislation, continuing education, current trends, nostalgia and more. A positive image of mature living is presented for the pre-retirement and retirement years.

Member: ABC

Primary SRDS Classification No. 43A

V.F.W. Magazine

Veterans of Foreign Wars of the United States
406 West 34th Street
Kansas City, MO 64111
(816) 756-3390

Primary SRDS Classification No. 20

MARKET HAS SEEN BETTER DAYS, BUT...

Total revenues of over one-half billion dollars place it 8th among 29 Folio:400 consumer markets.

Just under \$400 million (73% of market's total revenues!) generated via newsstand sales, 3rd among our markets.

Combined circulations of 17 market books exceed 13 million, 8th largest among markets.

Market leader *Playboy's* \$177.7 million total revenues earn it 13th place finish in The Folio:400.

Runner-up *Penthouse* finishes 17th out of 400 with total revenues of \$151.3 million.

WITHIN THE MARKET...

Gallery posts 16.2% total revenue growth to lead all 17 market books.

Players' double-digit ad page, ad revenue boosts are tops in market.

Subscription circulation for *National Lampoon* is over 1½ times larger than 1982.

Genesis also reaps benefits of strong subscription growth with 65% dollar increase.

Playboy tops all in total revenues, ad pages and revenues, total and subscription circulation and revenues.

Penthouse close 2nd in total dollars due to leading newsstand circulation and revenues and significant ad dollars.



**4,000
MPH**

ON THE NATION'S
NEWSSTANDS,
PENTHOUSE SELLS
OVER 4,000
MAGAZINES PER HOUR,
24 HOURS A DAY,
365 DAYS A YEAR!
THAT'S MORE THAN
PLAYBOY, TIME, NEWSWEEK,
SPORTS ILLUSTRATED,
BUSINESS WEEK,
GQ, MONEY, FORTUNE AND
ESQUIRE COMBINED!

PENTHOUSE
IT'S A BUSINESS DECISION

Men's Entertainment

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Playboy	1,047	1 Players	17.0	1 Players	11	1 Playboy	87
2 Penthouse	727	2 Cheri	ne	2 Cheri	ne	2 Penthouse	61
3 National Lampoon	315	3 Chic	ne	3 Chic	ne	3 National Lampoon	26
4 Swank	252	4 Club	ne	4 Club	ne	4 Swank	21
5 Genesis	168	5 Club International	ne	5 Club International	ne	5 Genesis	14
6 Velvet	125	6 Eros	ne	6 Eros	ne	6 Velvet	10
7 Gallery	98	7 Forum	ne	7 Forum	ne	7 Gallery	8
8 Players	78	8 Genesis	ne	8 Genesis	ne	8 Players	7
9 Oui	25	9 High Society	ne	9 High Society	ne	9 Oui	2
10 Cheri	ne	10 Hustler	ne	10 Hustler	ne	10 Cheri	ne
11 Chic	ne	11 Velvet	ne	11 Velvet	ne	11 Chic	ne
12 Club	ne	12 Swank	0.0	12 Swank	0	12 Club	ne
13 Club International	ne	13 Penthouse	-4.1	13 Gallery	-20	13 Club International	ne
14 Eros	ne	14 National Lampoon	-8.5	14 National Lampoon	-29	14 Eros	ne
15 Forum	ne	15 Playboy	-14.7	15 Penthouse	-31	15 Forum	ne
16 High Society	ne	16 Gallery	-16.9	16 Oui	-175	16 High Society	ne
17 Hustler	ne	17 Oui	-87.5	17 Playboy	-180	17 Hustler	ne
Total	2,835			Total	-424		

Ad Revenue		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983)		Avg. Edit. Pgs./Copy	
1 Playboy	60,562	1 Players	30.2	1 Players	41	1 Playboy	161
2 Penthouse	25,793	2 Cheri	ne	2 Cheri	ne	2 Penthouse	148
3 National Lampoon	3,019	3 Chic	ne	3 Chic	ne	3 Genesis	102
4 Swank	450	4 Club	ne	4 Club	ne	4 High Society	88
5 Gallery	442	5 Club International	ne	5 Club International	ne	5 National Lampoon	62
6 Players	176	6 Eros	ne	6 Eros	ne	6 Cheri	ne
7 Genesis	152	7 Forum	ne	7 Forum	ne	7 Chic	ne
8 Velvet	150	8 Genesis	ne	8 Genesis	ne	8 Club	ne
9 Oui	137	9 High Society	ne	9 High Society	ne	9 Club International	ne
10 Cheri	ne	10 Hustler	ne	10 Hustler	ne	10 Eros	ne
11 Chic	ne	11 Velvet	ne	11 Velvet	ne	11 Forum	ne
12 Club	ne	12 Penthouse	-7.2	12 Swank	-54	12 Gallery	ne
13 Club International	ne	13 Swank	-10.7	13 Gallery	-93	13 Hustler	ne
14 Eros	ne	14 National Lampoon	-15.5	14 National Lampoon	-554	14 Oui	ne
15 Forum	ne	15 Gallery	-17.4	15 Oui	-957	15 Players	ne
16 High Society	ne	16 Playboy	-20.3	16 Penthouse	-2,013	16 Swank	ne
17 Hustler	ne	17 Oui	-87.5	17 Playboy	-15,456	17 Velvet	ne
Total	90,881			Total	-19,086		

n/a = not applicable
ne = not estimated



For % Circulation Increase
 For % Increase in Total Revenue
 For % Newsstand Increase in the Men's Entertainment Category
 For % Newsstand Revenue Increase
 For Net Unit Gain-Circulation
 For Net Newsstand Gain

*Source: Among 1983 ABC-Audited Magazines in the 1984 Folio-400 Men's Entertainment Market.

Average Circulation	
1 Playboy	4,229,824
2 Penthouse	3,476,994
3 Hustler	1,075,141
4 Club	502,187
5 Gallery	491,249
6 Forum	471,549
7 National Lampoon	451,948
8 Oui	415,000
9 High Society	376,616
10 Cheri	366,694
11 Genesis	280,377
12 Club International	231,000
13 Players	206,432
14 Swank	188,700
15 Velvet	176,100
16 Eros	167,000
17 Chic	162,000
Total	13,268,811

% Chg. Avg. Circ.	
1 Swank	2.6
2 Gallery	1.3
3 Players	1.0
4 Chic	0.0
5 Eros	-0.1
6 Club International	-0.2
7 National Lampoon	-0.2
8 Club	-2.5
9 Genesis	-5.0
10 Hustler	-6.1
11 Forum	-7.8
12 Playboy	-9.5
13 High Society	-10.6
14 Penthouse	-10.8
15 Cheri	-14.7
16 Oui	-17.1
17 Velvet	-17.1

Net Chg. Avg. Circ.	
1 Gallery	6,142
2 Swank	4,702
3 Players	2,018
4 Chic	-68
5 Eros	-250
6 Club International	-486
7 National Lampoon	-993
8 Club	-12,700
9 Genesis	-14,677
10 Velvet	-36,348
11 Forum	-39,956
12 High Society	-44,431
13 Cheri	-63,067
14 Hustler	-69,421
15 Oui	-85,775
16 Penthouse	-421,531
17 Playboy	-446,520
Total	-1,223,361

Avg. Newsstand Circ.	
1 Penthouse	3,281,495
2 Playboy	1,902,886
3 Hustler	1,053,063
4 Club	493,191
5 Gallery	471,157
6 Forum	440,697
7 Oui	400,000
8 High Society	376,616
9 Cheri	363,946
10 Genesis	277,558
11 National Lampoon	277,387
12 Club International	228,000
13 Players	204,197
14 Swank	188,700
15 Velvet	175,000
16 Eros	167,000
17 Chic	158,000
Total	10,458,893

Total Revenue	
1 Playboy	177,710
2 Penthouse	151,317
3 Hustler	44,950
4 Club	20,968
5 Gallery	20,225
6 Oui	16,167
7 High Society	15,253
8 Cheri	13,165
9 Forum	11,320
10 National Lampoon	11,249
11 Genesis	11,061
12 Swank	8,942
13 Club International	8,781
14 Velvet	8,485
15 Players	6,970
16 Chic	6,768
17 Eros	6,413
Total	539,744

% Chg. Total Revenue	
1 Gallery	16.2
2 Swank	8.6
3 Chic	8.5
4 Club	5.2
5 Velvet	3.7
6 Genesis	3.5
7 Players	1.6
8 Club International	-0.1
9 Eros	-0.1
10 Oui	-1.7
11 Playboy	-5.8
12 Hustler	-6.0
13 Forum	-7.5
14 High Society	-8.2
15 Penthouse	-8.6
16 National Lampoon	-11.5
17 Cheri	-13.4

Avg. Total Pgs./Copy	
1 Playboy	248
2 Penthouse	209
3 Genesis	116
4 National Lampoon	88
5 Cheri	ne
6 Chic	ne
7 Club	ne
8 Club International	ne
9 Eros	ne
10 Forum	ne
11 Gallery	ne
12 High Society	ne
13 Hustler	ne
14 Oui	ne
15 Players	ne
16 Swank	ne
17 Velvet	ne

% Chg. News. Circ.	
1 Swank	2.6
2 Gallery	1.6
3 Players	1.2
4 Eros	-0.1
5 Chic	-0.2
6 Club International	-0.3
7 Club	-2.0
8 Genesis	-5.3
9 Hustler	-5.9
10 Forum	-6.4
11 Oui	-7.1
12 High Society	-10.6
13 Penthouse	-10.7
14 Playboy	-11.5
15 Cheri	-14.7
16 Velvet	-17.6
17 National Lampoon	-18.8

n/a = not applicable
ne = not estimated

Figures are Foco estimates for the calendar year 1983.
©1984 Foco Publishing Corporation.



PLAYBOY:

Spiritual Advisor.

PLAYBOY men drink nearly
1 of every 3 glasses of tequila
consumed by men.

Nobody knows men
better than PLAYBOY.

Source: MRI, Spring 1984. © 1984 by Playboy

Men's Entertainment (continued)

Avg. Subscrip. Circ.	
1 Playboy	2,326,939
2 Penthouse	195,500
3 National Lampoon	174,561
4 Forum	30,852
5 Hustler	22,078
6 Gallery	20,092
7 Oui	15,000
8 Club	8,996
9 Chic	4,000
10 Club International	3,000
11 Genesis	2,820
12 Cheri	2,748
13 Players	2,235
14 Velvet	1,100
15 Eros	0
16 High Society	0
17 Swank	0
Total	2,809,921

% Chg. Sub. Circ.	
(1982/1983)	(%)
1 National Lampoon	57.0
2 Genesis	37.3
3 Club International	11.0
4 Chic	4.9
5 Eros	n/a
6 High Society	n/a
7 Swank	n/a
8 Velvet	ne
9 Gallery	-5.9
10 Playboy	-7.9
11 Hustler	-12.2
12 Penthouse	-12.6
13 Cheri	-13.4
14 Players	-13.5
15 Club	-20.9
16 Forum	-24.2
17 Oui	-78.7

Net Chg. Sub. Circ.	
(1982/1983)	(Subs.)
1 National Lampoon	63,399
2 Genesis	766
3 Club International	298
4 Chic	186
5 Eros	n/a
6 High Society	n/a
7 Swank	n/a
8 Velvet	ne
9 Players	-350
10 Cheri	-425
11 Gallery	-1,267
12 Club	-2,383
13 Hustler	-3,069
14 Forum	-9,860
15 Penthouse	-29,085
16 Oui	-55,389
17 Playboy	-200,162
Total	-236,341

Net Chg. Newst. Circ.	
(1982/1983)	(%)
1 Gallery	7,409
2 Swank	4,702
3 Players	2,367
4 Eros	-250
5 Chic	-254
6 Club International	-784
7 Club	-10,317
8 Genesis	-15,443
9 Forum	-30,096
10 Velvet	-37,448
11 High Society	-44,431
12 Cheri	-62,643
13 National Lampoon	-64,392
14 Hustler	-66,353
15 Playboy	-246,359
16 Penthouse	-393,448
17 Oui	-430,386
Total	-1,388,126

Subscription Revenue	
(\$000)	
1 Playboy	46,817
2 Penthouse	5,749
3 National Lampoon	1,573
4 Hustler	721
5 Oui	630
6 Forum	532
7 Gallery	447
8 Club	254
9 Chic	132
10 Genesis	84
11 Cheri	81
12 Club International	81
13 Players	56
14 Velvet	40
15 Eros	0
16 High Society	0
17 Swank	0
Total	57,197

% Chg. Sub. Revenue	
(1982/1983)	(%)
1 National Lampoon	67.9
2 Genesis	64.6
3 Chic	18.9
4 Club International	10.3
5 Penthouse	6.7
6 Playboy	6.5
7 Eros	n/a
8 High Society	n/a
9 Swank	n/a
10 Velvet	ne
11 Gallery	-1.1
12 Hustler	-9.5
13 Club	-11.9
14 Players	-14.0
15 Cheri	-14.6
16 Forum	-24.2
17 Oui	-54.5

Newsstand Revenue	
(\$000)	
1 Penthouse	119,775
2 Playboy	70,331
3 Hustler	44,229
4 Club	20,714
5 Gallery	19,336
6 Oui	15,400
7 High Society	15,253
8 Cheri	13,084
9 Genesis	10,825
10 Forum	10,788
11 Club International	8,700
12 Swank	8,492
13 Velvet	8,295
14 Players	6,739
15 National Lampoon	6,657
16 Chic	6,636
17 Eros	6,413
Total	391,667

% Chg. Newst. Rev.	
(1982/1983)	(%)
1 Gallery	17.8
2 Oui	10.3
3 Swank	9.9
4 Chic	8.4
5 Club	5.5
6 Playboy	2.3
7 Genesis	1.8
8 Velvet	1.4
9 Players	1.2
10 Eros	-0.1
11 Club International	-0.2
12 Hustler	-5.9
13 Forum	-6.5
14 High Society	-8.2
15 Penthouse	-9.5
16 Cheri	-13.4
17 National Lampoon	-18.8

n/a = not applicable
ne = not estimated

Simmons Says...

Guess whose 1984 SMRB Newstand Survey is raising eyebrows?
Hint: Our reader loves the outdoors, sports and exercise. He enjoys reading about politics, show biz, electronics, sporting goods, and of course food and drink. He smokes more than the average American, and buys electronics at 2-4 times above the national average. He makes the most of his life, spending much of his \$30,000 annual income on entertainment and leisure (talk about the Good Life!).

Can you picture reaching nearly two million men just like him? . . .



Magazine Profiles

Cheri

Ideal Publishing, Inc.
215 Lexington Avenue
New York, NY 10016
(212) 340-7500

Published: Monthly
Publisher: C.B. Lucci
Member: ABC

Chic

Chic Magazine, Inc.
2029 Century Park East, Suite 3800
Los Angeles, CA 90067
(213) 556-9200
Year founded: 1976
Published: Monthly

Contacts: Ivan B. Nesser, Vice President
Marketing/Advertising; Margaret A. Carni,
Advertising Manager

Editorial Description: Chic is a men's magazine with emphasis on literary, graphic and photographic trends. Articles and essays deal with contemporary, political, social and cultural issues. There are nude pictorials in each issue. Each issue begins with a trend-spotting "Odds & Ends" section, an omnibus of short items about clothes, food, politics, the arts, ethnicity, sports, new products. Also cartoons by American and French cartoonists.

Primary SRDS Classification No. 43B

Club

Fiona Press, Inc.
22 Commerce Road
Newtown, CT 06470
(212) 685-9898; (203) 426-0400
Year founded: 1975
Published: Monthly
Publisher: Don J. Annis

Editorial Description: Club devotes itself to the subjects of sex, lifestyles and humor, with occasional additions of rude comment. Interviews, service features, irreverent cartoons, exotic cars, as well as reviews and analyses of sports, music, movies and television trends make up the nucleus of this young-thinking magazine directed to an audience of trend-setting men.

Member: ABC
Primary SRDS Classification No. 43B

Club International

Fiona Press, Inc.
22 Commerce Road
Newtown, CT 06470
Member: ABC

Eros

Eros Publications, Inc.
Division Street
Derby, CT 06418
(203) 735-3381
Published: Monthly
Publisher: John Esterbrooks

Forum

Penthouse International, Ltd.
909 Third Avenue
New York, NY 10022
(212) 496-6100
Published: Monthly
Publisher: Bob Guccione
Advertising Director: Leslie Moses
Other key contacts: Albert Freedman, Co-publisher; Kathy Keeton, Vice Chairman
Editorial Description: Forum explores human relationships, sifting through an array of sexual and emotional options. Forum features articles written by sexologists and therapists, as well as an outspoken letters column. Features chronicling the cultural and social events of today appear regularly, along with interviews and case histories concerning human behavior.

Gallery

Montcalm Publishing Corp.
800 Second Avenue
New York, NY 10017
(212) 986-9600
Published: Monthly

Publisher: Milton J. Cuevas
Advertising Director: Barbara Lindsay
Other key contacts: Marina Despotakis, Advertising Coordinator; Karen Martorano, Advertising Production Manager Specials

Editorial Description: Gallery is a magazine that spans interest areas for the contemporary man, reflecting a point of view that is in keeping with the changing nature of male-female relationships in our society. Gallery contains serious and provocative articles, candid interviews, fiction, humor, coverage of the arts, and monthly photographic portfolios of beautiful women.

Member: ABC
Primary SRDS Classification No. 30

Genesis

Cycle Guide Publications, Inc.
770 Lexington Avenue
New York, NY 10021
(212) 486-8430
Year founded: 1974
Published: Monthly

Editorial Description: Genesis is a magazine designed to help our male audience "celebrate the good life." The editorial direction is positive, upbeat, and humorous. Editorial content includes serious feature articles; photo interviews with personalities; profiles; humor, and reportage on events of interest to the young American male. Photo essays of beautiful women are included in every issue. Consumer products such as cars and cycles are covered in regular service features. Other products, liquor, cameras, sports equipment, watches, jewelry, tobacco, etc. are also presented in photographed features.

Member: ABC
Primary SRDS Classification No. 30



High Society

Drake Publishers, Inc.
801 Second Avenue
New York, NY 10017
(212) 661-7878

Year founded: 1976
Published: Monthly

Publisher: Gloria Leonard
Advertising Director: Frank Ward
Member: ABC

Hustler

Hustler Magazine, Inc.
2629 Century Park East, Suite 3800
Los Angeles, CA 90067
(213) 566-9200

Year founded: 1974
Published: Monthly

Contacts: Ivan B. Nesser, Vice President Advertising/Marketing; Margaret Carni, Advertising Manager

Editorial Description: Hustler features authors, artists, photographers and cartoonists who explore both seriously and with satirical, irreverent humor the social and sexual mores of contemporary society. Hustler offers interviews, profiles, exposes, articles, investigative pieces and humor on a variety of people and subjects, focusing on the more controversial issues of our day, along with regular columns of film and book reviews, advice, reader letters, jokes and information on matters sexual and social. Hustler also offers portfolios of women and men.

Member: ABC
Primary SRDS Classification No. 43B

National Lampoon

National Lampoon, Inc.
635 Madison Avenue
New York, NY 10022
(212) 688-4070

Year founded: 1970
Published: Monthly

Publisher: Julian Weber
Advertising Director: Seena Harris Parker

Editorial Description: National Lampoon is a literate contemporary magazine of humor, satire, and parody, with each issue largely devoted to a single, different subject of topical interest.

Member: ABC
Primary SRDS Classification No. 30

Oui

Laurant Publishing, Ltd.
300 West 43rd Street
New York, NY 10036
(212) 397-5200

Year founded: 1972
Published: Monthly

Publisher: Paul Tornetta
Advertising Director: Peter Greenwald
Other key contacts: Adrian Lyss, Account Executive

Editorial Description: Oui is a young men's magazine edited with special emphasis toward bettering relationships between men and women. Oui also offers articles on personalities, has special sections on sports and rock music, and tips on personal finances and sexual relations.

Primary SRDS Classification No. 30

Penthouse

Penthouse International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100

Year founded: 1969
Published: Monthly

Publisher: Robert Guccione
Advertising Director: Howard Plissner
Other key contacts: Kathy Keeton, President; Nancy Kestenbaum, New York Manager; Carla Edwards, Associate New York Manager

Editorial Description: Penthouse is designed to reflect the two most striking social characteristics of life in our time: the new liberalism in morality and the spread of affluence in our upwardly mobile society. It is sophisticated male entertainment, and its scope ranges from outspoken contemporary comment to stunning photographic essays of today's most beautiful women. Penthouse features leading authors, artists, cartoonists, graphic designers and photographers. Its editorial ranges from topical interviews to informed sociological studies to pointed reportage, from front-rank fiction to humor, from travel to authoritative coverage of the fast-changing scene in men's fashion and grooming.

Member: ABC
Primary SRDS Classification No. 30

Playboy

Playboy Enterprises, Inc.
919 North Michigan Avenue
Chicago, IL 60611
(312) 751-8000

Year founded: 1953
Published: Monthly

Publisher: Hugh M. Hefner
Advertising Director: Charles M. Stentiford, Senior Vice President
Other key contacts: Nat Lehrman, Senior Vice President, Associate Publisher; Ed Tashjian, Vice President, Marketing Services

Editorial Description: Playboy is a magazine of service and entertainment for men. It is designed to chronicle, interpret and shape contemporary values and lifestyles. Playboy presents ideas in living, self-improvement, technology and psychology. It includes interviews, tasteful pictorials, fiction, humor, men's fashion, travel, sports, food and drink, automobiles and home electronics.

Member: ABC
Primary SRDS Classification No. 30

With loyal readers who've been with us for 12 years, buying 4 out of 4 issues on the newsstand. Committed to our exceptional magazine journalism by award-winning reporters... interviews with Lee Iacocca, Pete Rose... best selling fiction by Ray Bradbury and Stephen King. And of course the Gallery hallmark: conservative pictorials of the most beautiful women you'll ever see.

Call me, Bill Marshall, Advertising Sales Manager, for more revealing information from the SMRD Newsstand Study (212) 986-9600, 800 Second Avenue, NY, NY 10017

Can you picture the power your ad can have in this framework?

SEX FILM CLASSICS
VICTORIA FORCIVAL, VALERIE PERRINE AND GOLDIE HAWN ON SEX AND LOVE

Gallery

PETE ROSE ON STEINBRENNER COSELL AND THE PRESS

INSIDE THE REAL MAN'S OLYMPIA

100 BEST TRUCK STOPS IN THE USA



**4,000
MPH**

ON THE NATION'S
NEWSSTANDS
PENTHOUSE SELLS
OVER 4,000
MAGAZINES PER HOUR,
24 HOURS A DAY,
365 DAYS A YEAR!
THAT'S MORE THAN
PLAYBOY, TIME, NEWSWEEK,
SPORTS ILLUSTRATED,
BUSINESS WEEK,
GO, MONEY, FORTUNE AND
ESQUIRE COMBINED!

PENTHOUSE
IT'S A BUSINESS DECISION

Players

Players International Publications
8060 Melrose Avenue
Los Angeles, CA 90046
(213) 653-8060
Year founded: 1973
Published: Monthly

Editorial Description: Players is a black men's magazine edited for the modern urban male featuring current fiction, articles, humor, interviews, fashion, gifts, automobiles, stereo equipment, travel, books, dining, sports, entertainment, photography, art and beautiful black women. It identifies "the good life" with attractive black men and women enjoying plush resorts, restaurants, homes, wines, food, clothing, cars and en-

tertainment as a natural life style. Players recognizes social, economic and cultural factors uniquely black and acknowledges achievement by young black men and women.

Primary SRDS Classification No. 30

Swank

Swank Magazine Corporation
888 Seventh Avenue
New York, NY 10106
(212) 541-7100
Year founded: 1981
Published: Monthly

Editorial Description: Swank features interviews

with political, sports and entertainment figures; investigative reporting on general interest subjects; articles on humor, sex and consumer topics; and monthly columns on food, wine, travel, stereo equipment, records, fashion, new products and the automotive scene. Each issue highlights three to four photo essays on beautiful women.

Primary SRDS Classification No. 43B

Velvet

Eton Publishing Company, Inc.
6565 Sunset Boulevard, Suite 520
Los Angeles, CA 90028
(213) 466-2451
Published: Monthly

Automotive (continued)

(continued from page 130)

Motorcyclist

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1912
Published: Monthly

Publisher: Dick Lague
Advertising Director: Floyd Sembler, Vice President

Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: James J. Rainsford, Eastern Advertising Director;

Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: Motorcyclist is edited by experienced riders and motorcycle journalists for readers with an active interest in pleasure riding, competition and mechanics. Regular features include articles on motorcycle design, custom machines, latest models, new accessories, do-it-yourself mechanical procedure as well as extensive road testing and coverage of racing events.

Member: ABC

Primary SRDS Classification No. 31A

Popular Hot Rodding

Argus Publishers Corporation
P.O. Box 49659
Los Angeles, CA 90049
(213) 820-3601
Published: Monthly

Publisher: George Elliott
Advertising Director: Bill Lloyd

Editorial Description: Popular Hot Rodding is edited for the automotive enthusiast with an emphasis on performance, bolt-on accessories, replacement parts, safety and the sport of drag

(continued on page 242)

Leisure Time Electronics

U.S. Business Press
We're all business

11 W. 19th Street 10011 Telephone (212) 741-7210

**Helping
advertisers reach
and influence the
\$35.5 billion retail
consumer electronics
market.**

The fastest growing magazine reaching the retail consumer electronics market with a 587 advertising page gain (293%) in the last two years.

AMERICAN HEALTH is the fastest-growing
1984 FOLIO: 400 lifestyle magazine in the country.
As ranked (by percentage increase) in 6 of 8
standard measurements of growth,

AMERICAN HEALTH is #1
in the following:

- 1.) Ad Pages
- 2.) Ad Revenue
- 3.) Circulation
- 4.) Total Revenue
- 5.) Subscriptions
- 6.) Subscriptions Revenue

Automotive (continued)

(continued from page 241)

racing. Articles covering new products, methods to improve styling, test and analysis of cars, "do it yourself" information, and results of race events are featured regularly. It summarizes new industry accomplishments and future plans.

Member: ABC

Primary SRDS Classification No. 3

Road & Track

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 92663
(714) 720-5300

Year founded: 1947
Published: Monthly

Publisher: Richard A. Bartkus
Advertising Director: H. Clifford Parris
Other key contacts: Rob Burton, Eastern Advertising Manager; Philip Burrows, Associate Advertising Director; Rick Bisbee, Chicago Advertising Manager; Thomas Strong, Detroit Advertising Manager; James Elliot*, Western Advertising Manager

Editorial Description: Road & Track magazine is written for the automotive enthusiast who truly enjoys cars and driving—and takes them both quite seriously. Road & Track focuses on both import and domestic cars of a sporting nature, rang-

ing from compact sedans to the most exotic sports cars. Editorial emphasis is on automobiles offering performance, economy, efficient designs, and quality engineering. Included as regular features are road tests and driving reports, detailed technical discussions, reports of important international automotive events, biographies of automotive personalities, articles on travel, book reviews, automotive history, humor and fiction. News and opinions on the current international and domestic automotive scene are regularly included.

Member: ABC

Primary SRDS Classification No. 3

Culinary (continued)

(continued from page 189)

Food & Wine (cont.)

Publisher: John S. Connors

Other key contacts: Louis S. Benincasa, Vice President Media Research & Sales Development

Editorial Description: Food & Wine, The Guide to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low

calorie or specialty diets. In addition, there are regular features by authors not generally associated with food subjects.

Member: ABC

Primary SRDS Classification No. 18

Gourmet The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10022
(212) 371-1330
Year founded: 1941
Published: Monthly

Publisher: Verne Westerberg

Advertising Director: Richard Barthelmes

Other key contacts: Jonathan Newhouse, Business Manager; Lynne Berentsen, Director of Marketing and Promotion

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC

Primary SRDS Classification No. 18

PLAYBOY: Sound Advice.

PLAYBOY is number one in efficiency against the top 10 competitors in reach of men who own or purchased audio equipment.

**Nobody knows men
better than PLAYBOY.**

Source: MRI, Spring 1984. © 1984 by Playboy.



SMALLER CIRCULATION BOOKS DOMINATE GROWTH...

Esquire and *Gentlemen's Quarterly* cultivating strong readership/advertiser followings.

Esquire gains over 50% in total revenues vs. '82. Ad revenues nearly double as ad page count skyrockets. Also leads market in circulation growth with strong showings in both newsstand and subscriptions.

Market ad page leader *GQ* gains in all measurements, leading market in subscription and sub revenue growth and boosting ad revenues by 1/3.

Market newcomer *Soldier of Fortune* only other market book with positive ad revenue growth.

BUT BIG GUYS REMAIN BIG...

Penthouse and *Playboy* have impressive measurements by any standards. Combined circulation is just under 8 million; combined revenues, \$329 million.

For brief editorial descriptions and listings of key advertising contacts, see magazine profiles of market books in this section.

49 MEN'S LIFESTYLES MARKET ANALYSIS


$$S_{\text{max}} = 2.5 \times 10^4 \text{ kg} \cdot \text{m}^{-2} \cdot \text{d}^{-1} \quad (5)$$
J.R. Davis Publishing Company
One Park Avenue, New York, NY 10016

Men's Lifestyles

Ad Pages

1 Gentlemen's Quar.	1,449
2 Esquire	1,255
3 Playboy	1,047
4 Penthouse	727
5 Soldier of Fortune	463
Total	4,941

% Chg. Ad Pages

(1982/1983)	(%)
1 Esquire	61.1
2 Gentlemen's Quar.	8.0
3 Penthouse	-4.1
4 Soldier of Fortune	-5.5
5 Playboy	-14.7

Net Chg. Ad Pages

(1982/1983)	
1 Esquire	476
2 Gentlemen's Quar.	108
3 Soldier of Fortune	-27
4 Penthouse	-31
5 Playboy	-180
Total	346

Avg. Ad Pages/Copy

1 Gentlemen's Quar.	121
2 Esquire	105
3 Playboy	87
4 Penthouse	61
5 Soldier of Fortune	39

Ad Revenue

(1983)	
1 Playboy	60,562
2 Penthouse	25,793
3 Esquire	24,380
4 Gentlemen's Quar.	17,348
5 Soldier of Fortune	1,041
Total	129,124

% Chg. Ad Revenue

(1982/1983)	(%)
1 Esquire	84.0
2 Gentlemen's Quar.	34.0
3 Soldier of Fortune	5.7
4 Penthouse	-7.2
5 Playboy	-20.3

Net Chg. Ad Revenue

(1982/1983)	(1983)
1 Esquire	11,130
2 Gentlemen's Quar.	4,401
3 Soldier of Fortune	56
4 Penthouse	-2,013
5 Playboy	-15,456
Total	-1,882

Avg. Edit. Pgs./Copy

1 Playboy	161
2 Penthouse	148
3 Gentlemen's Quar.	115
4 Soldier of Fortune	69
5 Esquire	ne

Average Circulation

1 Playboy	4,229,824
2 Penthouse	3,476,994
3 Esquire	747,468
4 Gentlemen's Quar.	565,686
5 Soldier of Fortune	187,505
Total	9,207,477

% Chg. Avg. Circ.

(1982/1983)	(%)
1 Esquire	11.9
2 Gentlemen's Quar.	6.6
3 Playboy	-9.5
4 Penthouse	-10.8
5 Soldier of Fortune	-10.8

Net Chg. Avg. Circ.

(1982/1983)	
1 Esquire	79,411
2 Gentlemen's Quar.	34,838
3 Soldier of Fortune	-22,788
4 Penthouse	-421,531
5 Playboy	-446,520
Total	-776,590

Avg. Newsstand Circ.

1 Penthouse	3,281,495
2 Playboy	1,902,886
3 Gentlemen's Quar.	350,860
4 Soldier of Fortune	148,788
5 Esquire	125,086
Total	5,809,115

Total Revenue

(ad rev. + circ. rev.)	(1983)
1 Playboy	177,710
2 Penthouse	151,317
3 Esquire	35,836
4 Gentlemen's Quar.	31,693
5 Soldier of Fortune	7,475
Total	404,031

% Chg. Total Revenue

(1982/1983)	(%)
1 Esquire	55.9
2 Gentlemen's Quar.	24.4
3 Playboy	-5.8
4 Soldier of Fortune	-7.3
5 Penthouse	-8.6

Avg. Total Pgs./Copy

(ad pages + edit. pages)	
1 Playboy	248
2 Gentlemen's Quar.	236
3 Penthouse	209
4 Soldier of Fortune	108
5 Esquire	ne

% Chg. News. Circ.

(1982/1983)	(%)
1 Esquire	13.7
2 Gentlemen's Quar.	3.3
3 Penthouse	-10.7
4 Playboy	-11.5
5 Soldier of Fortune	-12.6

n/a = not applicable
ne = not estimated

"The strength of this publication is that it treats a single subject—sports—and treats it extremely well. Its readers are loyal; I'm one of the regulars.

From an advertising viewpoint, there is no clutter—ads get high visibility. And you must remember, sports fans cross all market categories."

Arthur Molesphini
Senior Vice President/Director, Media Services
Ammirati & Puris Inc.



The Sporting News

There's simply nothing else like it.

A TIMES MIRROR COMPANY PUBLICATION

Figures are Folio estimates for the calendar year 1983.
©1984 Folio Publishing Corporation.

Folio:400/245

Men's Lifestyles (continued)

Avg. Subscrip. Circ.	
1 Playboy	2,326,939
2 Esquire	622,383
3 Gentlemen's Quar.	214,826
4 Penthouse	195,500
5 Soldier of Fortune	38,717
Total	3,398,365

% Chg. Sub. Circ. (1982/1983)	
1 Gentlemen's Quar.	12.2
2 Esquire	11.5
3 Soldier of Fortune	-3.1
4 Playboy	-7.9
5 Penthouse	-12.6

Net Chg. Sub. Circ. (1982/1983)	
1 Esquire	64,358
2 Gentlemen's Quar.	23,333
3 Soldier of Fortune	-1,253
4 Penthouse	-28,085
5 Playboy	-200,162
Total	-141,809

Net Chg. Newst. Circ. (1982/1983)	
1 Esquire	15,054
2 Gentlemen's Quar.	11,348
3 Soldier of Fortune	-21,535
4 Playboy	-246,359
5 Penthouse	-393,448
Total	-634,940

Subscription Revenue (\$000)	
1 Playboy	46,817
2 Esquire	7,824
3 Penthouse	5,749
4 Gentlemen's Quar.	3,819
5 Soldier of Fortune	1,007
Total	65,216

% Chg. Sub. Revenue (1982/1983)	
1 Gentlemen's Quar.	13.8
2 Esquire	10.2
3 Penthouse	6.7
4 Playboy	6.5
5 Soldier of Fortune	-2.3

Newsstand Revenue (\$000)	
1 Penthouse	119,775
2 Playboy	70,331
3 Gentlemen's Quar.	10,526
4 Soldier of Fortune	5,428
5 Esquire	3,632
Total	209,692

% Chg. Newst. Rev. (1982/1983)	
1 Esquire	37.5
2 Gentlemen's Quar.	14.9
3 Playboy	2.3
4 Penthouse	-9.5
5 Soldier of Fortune	-10.2

n/a = not applicable
ne = not estimated

Magazine Profiles

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Publisher: Alan Greenberg
Advertising Director: Alan Greenberg
Other key contacts: Phillip Moffitt, President; Wilma Jordan, General Manager; Julie Lewit, Vice President; William Longley, Vice President; Mike Trainor, Vice President

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, personal

profiles and fiction.

Member: ABC
Primary SRDS Classification No. 30

Gentlemen's Quarterly

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Published: Monthly

Publisher: Steven T. Florio
Other key contacts: Anne L. Holton, Marketing Director

Editorial Description: Gentlemen's Quarterly (GQ) is a magazine devoted to the contemporary lifestyle interests of urban men. Each issue explores the current and trend-setting aspects of men's fashion, grooming, apartment and home decor, "in" places, theatre, films, art, stereo and records, travel, automobiles, food and drink, and outdoor activities like golf, tennis, skiing and

boating. Additional features are devoted to personality profiles.

Member: ABC
Primary SRDS Classification No. 30

Penthouse

Penthouse International Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1969
Published: Monthly

Publisher: Robert Guccione
Advertising Director: Howard Plissner
Other key contacts: Kathy Keeton, President; Nancy Kestenbaum, New York Manager; Carla Edwards, Associate New York Manager

Editorial Description: Penthouse is designed to reflect the two most striking social character-

(continued on page 302)



PLAYBOY:

Making Every Issue Special.

Month after month in PLAYBOY: The most provocative print interviews; brilliant fiction by prize-winning writers; hard-hitting, timely, newsworthy articles on contemporary issues and personalities. Humor, fashion, sports, travel, grooming, electronics, food and drink. An entertaining mix of journalism and innovative service features that continually evolve to meet our readers' needs.

**Nobody knows men
better than PLAYBOY.**

M. The Magazine for the Civilized Man.

There is only one success...
To be able to enjoy life in your own way.

Christopher Morley

No one knows this better than the affluent "M" subscriber, dedicated to a lifestyle that is truly unique. At median age 40, his median income of \$67,500 affords him a world of possibilities.

The "M" subscriber is an investor, a collector of art and antiques, a discriminating shopper at the world's finest stores. He is a sportsman, an international traveller, the perfect host when it comes to entertaining at home.

No other publication covers life's many pleasures with the quality and distinction readers find in Fairchild's "M." Share in "M"'s sophistication and success by showcasing your message where the "successful" will see it.

Over 200 advertisers already have.



For a complete subscriber profile and advertising information, please call your "M" Representative or Michelle Sonkin, Advertising Director, at 212-741-4393.

Source: "M" Subscriber Study, Erdos & Morgan, Inc., March 1988.

Fairchild Publications, a division of Capital Cities Media, Inc.



4,000 MPH

ON THE NATION'S
NEWSSTANDS
PENTHOUSE SELLS
OVER 4,000
MAGAZINES PER HOUR,
24 HOURS A DAY,
365 DAYS A YEAR!
THAT'S MORE THAN
PLAYBOY, TIME, NEWSWEEK,
SPORTS ILLUSTRATED,
BUSINESS WEEK,
GO, MONEY, FORTUNE AND
ESQUIRE COMBINED!

PENTHOUSE
IT'S A BUSINESS DECISION

FEW REPAIRS NEEDED HERE...

Six books in market average positive growth in all measurements except newsstand sales.

Total revenues, ad revenues average +13%, +15% respectively vs. year ago. Circulation rises 5.2% on average.

Ad revenues account for 53% of market dollars.

DO - IT - YOURSELF A POPULAR PHENOMENON...

Popular Mechanics narrow leader in total revenues, ad pages and dollars, newsstand circ and dollars.

Popular Science tops in average circulation, subscription circ and sub revenues.

Third total revenue leader *Mechanix Illustrated* (on its way to being known as *Home Mechanix*) combined with above 2 books accounts for 76% of market revenues, 80% of ad dollars.

AND BECOMING MORE SO...

Workbench achieves fastest total revenue, sub revenue growth.

Ad page and subscription circ growth laurels go to *New Shelter*. Book also runner-up in total and ad revenue, circulation increases vs. '82.

The Family Handyman sets pace in ad revenue, circulation growth. Only magazine in market to show year-to-year newsstand circulation rise.

How to make love to your car.

Our millions of readers do it every month.

They pamper, polish, tune-up and replace 33 million spark plugs a year. And Mechanix Illustrated helps make sure they do it right.

We also give them plenty of how-to advice for their other heart-throb—their home.

If you take a fresh look at Mechanix Illustrated you'll see that we've evolved along with our readers. We're the only magazine that helps them manage their pride (car) and joy (home) more efficiently. We don't give them pie-in-the-sky ideas. We give them practical, detailed information so they can do-it-themselves or talk to a professional in his own terms.

Almost 90% of our readers do their own auto maintenance. And 95% did a home improvement project last year. Because they're so involved with these two loves of their lives, they get involved in every buying decision that affects them. From mufflers and power saws to floor coverings and ceiling tiles.

So if you want to fine-tune your media schedule, advertise in Mechanix Illustrated. You'll love the results as much as our readers love their car and their home.

For more information call
Ernie Renzulli, Ad Director.
(212) 719-6570.



5 million home and car fanatics swear by MI

Men's Service

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Popular Mechanics	1 186	1 New Shelter	13.2	1 Popular Science	75	1 Popular Mechanics	99
2 Popular Science	1,063	2 Popular Science	7.6	2 New Shelter	51	2 Popular Science	89
3 Mechanix Illustrated	835	3 Family Handyman	6.3	3 Mechanix Illustrated	43	3 Family Handyman	71
4 Family Handyman	712	4 Mechanix Illustrated	5.4	4 Family Handyman	42	4 Mechanix Illustrated	70
5 New Shelter	439	5 Workbench	3.0	5 Workbench	11	5 Workbench	66
6 Workbench	396	6 Popular Mechanics	-1.7	6 Popular Mechanics	-20	6 New Shelter	49
Total	4,631			Total	202		

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
Popular Mechanics	24,739	1 Family Handyman	25.6	1 Popular Science	2,594	1 Popular Mechanics	98
2 Popular Science	22,332	2 New Shelter	24.5	2 Mechanix Illustrated	2,300	2 Popular Science	86
3 Mechanix Illustrated	17,594	3 Mechanix Illustrated	15.0	3 Family Handyman	1,883	3 Mechanix Illustrated	67
4 Family Handyman	9,239	4 Popular Science	13.1	4 Popular Mechanics	1,334	4 Family Handyman	64
5 New Shelter	3,629	5 Popular Mechanics	5.7	5 New Shelter	714	5 Workbench	57
6 Workbench	2,840	6 Workbench	5.7	6 Workbench	153	6 New Shelter	48
Total	80,373			Total	8,978		

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
1 Popular Science	1,840,953	1 Family Handyman	11.5	1 Family Handyman	127,463	1 Popular Mechanics	322,109
2 Popular Mechanics	1,624,401	2 New Shelter	10.1	2 Workbench	68,945	2 Popular Science	257,834
3 Mechanix Illustrated	1,616,826	3 Workbench	8.9	3 New Shelter	61,245	3 Mechanix Illustrated	178,925
4 Family Handyman	1,232,019	4 Mechanix Illustrated	0.4	4 Mechanix Illustrated	6,988	4 Family Handyman	50,434
5 Workbench	843,900	5 Popular Science	0.3	5 Popular Science	5,301	5 Workbench	37,383
6 New Shelter	664,874	6 Popular Mechanics	0.0	6 Popular Mechanics	662	6 New Shelter	19,459
Total	7,822,973			Total	270,604	Total	866,144

Total Revenue (ad rev. + circ. rev.) (\$000)		% Chg. Total Revenue (1982/1983)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. News. Circ. (1982/1983)	
1 Popular Mechanics	41,493	1 Workbench	23.8	1 Popular Mechanics	197	1 Family Handyman	2.9
2 Popular Science	41,439	2 New Shelter	20.4	2 Popular Science	175	2 Popular Science	-5.6
3 Mechanix Illustrated	31,302	3 Family Handyman	14.3	3 Mechanix Illustrated	137	3 Workbench	-6.2
4 Family Handyman	19,421	4 Mechanix Illustrated	7.4	4 Family Handyman	135	4 Mechanix Illustrated	-8.9
5 New Shelter	10,663	5 Popular Science	7.0	5 Workbench	123	5 Popular Mechanics	-15.0
6 Workbench	6,886	6 Popular Mechanics	5.8	6 New Shelter	97	6 New Shelter	-40.5
Total	151,204						

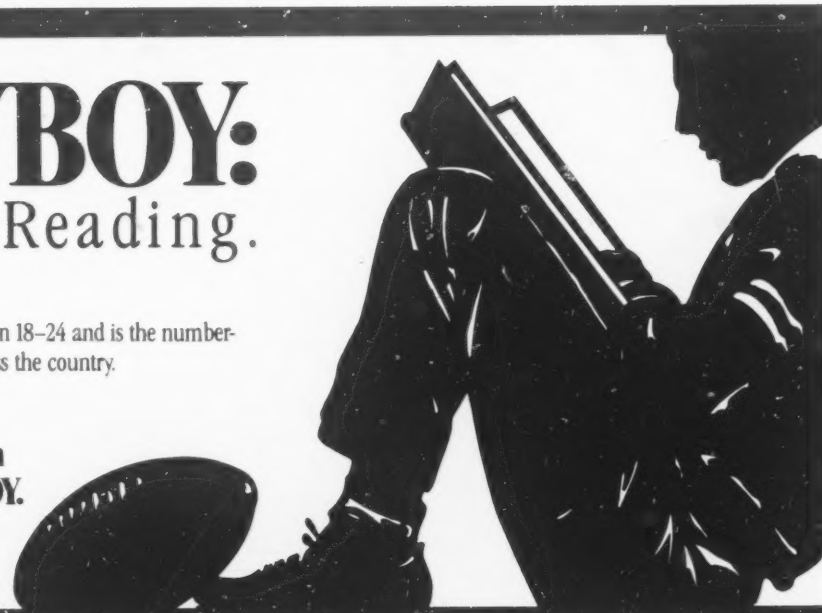
PLAYBOY:

Required Reading.

PLAYBOY reaches 24% of all men 18-24 and is the number-one choice of college men across the country.

**Nobody knows men
better than PLAYBOY.**

Sources: MRI, Spring 1984; College Store
Executive, Jan. 1984.
© 1984 by Playboy



Figures are Folio estimates for the calendar year 1983.
©1984 Folio Publishing Corporation.

Folio:400/251

Men's Service (continued)

Avg. Subscrip. Circ.

1 Popular Science	1,583,119
2 Mechanix Illustrated	1,437,901
3 Popular Mechanics	1,302,292
4 Family Handyman	1,181,585
5 Workbench	806,517
6 New Shelter	645,415
Total	6,956,829

% Chg. Sub. Circ. (1982/1983)

1 New Shelter	13.0
2 Family Handyman	11.9
3 Workbench	9.7
4 Popular Mechanics	4.6
5 Mechanix Illustrated	1.7
6 Popular Science	1.3

Net Chg. Sub. Circ. (1982/1983)

1 Family Handyman	126,029
2 New Shelter	74,492
3 Workbench	71,396
4 Popular Mechanics	57,606
5 Mechanix Illustrated	24,480
6 Popular Science	20,584
Total	374,587

Net Chg. Newst. Circ. (1982/1983)

1 Family Handyman	1,434
2 Workbench	-2,451
3 New Shelter	-13,247
4 Popular Science	-15,284
5 Mechanix Illustrated	-17,492
6 Popular Mechanics	-56,944
Total	-103,984

Subscription Revenue (\$000)

1 Popular Science	14,280
2 Popular Mechanics	10,956
3 Mechanix Illustrated	10,488
4 Family Handyman	9,359
5 New Shelter	6,771
6 Workbench	3,710
Total	55,564

% Chg. Sub. Revenue (1982/1983)

1 Workbench	47.4
2 New Shelter	23.4
3 Popular Mechanics	8.4
4 Family Handyman	4.3
5 Mechanix Illustrated	1.5
6 Popular Science	1.4

Newsstand Revenue (\$000)

1 Popular Mechanics	5,798
2 Popular Science	4,827
3 Mechanix Illustrated	3,221
4 Family Handyman	822
5 Workbench	336
6 New Shelter	263
Total	15,267

% Chg. Newst. Rev. (1982/1983)

1 Family Handyman	22.7
2 Popular Mechanics	2.0
3 Popular Science	-1.8
4 Workbench	-6.3
5 Mechanix Illustrated	-8.9
6 New Shelter	-41.8

Magazine Profiles

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7328
Year founded: 1951
Published: 10x per year
Publisher: Greg Carey
Advertising Director: Pat Barry
Other key contacts: Gary Havens, Editor; Rebecca Sterner, Circulation Manager; Peter Simpson, Production Manager
Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement and home management. Major editorial categories include home remodeling, repair and maintenance, energy efficiency, home furnishings and decorating, yard and gar-

den care. Additional themes include woodworking, auto maintenance, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Editors Tests, Technical Questions and Answers, Hints, Tips on Using Tools, Innovative House Plans and Product Reports.

Member: ABC
Primary SRDS Classification No. 24

Mechanix Illustrated

CBS Magazines
1515 Broadway, 12th Floor
New York, NY 10036
(212) 719-6000
Year founded: 1928
Published: Monthly

Publisher: Marlene Jensen

Advertising Director: Ernest J. Renzulli
Other key contacts: Robert Fitzpatrick, Marketing Research Director

Editorial Description: Mechanix Illustrated is devoted to home improvement and automotive care. Mechanix Illustrated provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC
Primary SRDS Classification No. 29

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

INSIDE: DISCOVER THE PLEASURES OF A PORCH

The Magazine For Do-It-Yourself Homeowners

Handyman®

May/June, 1984 5th Edition \$1.75

SPECIAL SECTION

IMPROVING THE QUIET PLACES IN YOUR BACKYARD

BUILD STRONGER
WITH ADHESIVES

THE EASIEST WAY TO
CONNECT LUMBER

HAVE TO SELL YOUR HOUSE?
HERE'S HELP

BEEF UP YOUR

May-June 1984. All-time record breaker for ad revenues at \$1.4 million. The sixth time in two years, the third time in a row!

Learn more about America's hottest home improvement magazine. Call The Family Handyman representative nearest you or ad manager Greg Carey at 1-800-328-6825.

Men's Service (continued)

(215) 967-5171
Year founded: 1980
Published: 9x per year

Publisher: James C. McCullagh
Advertising Director: Sanford T. Beldon
Other key contacts: Bennett Zucker, Advertising Manager; Tom Stoneback, Marketing Services Manager

Editorial Description: New Shelter is edited for the homeowner who wants to renovate, remodel, maintain, and improve his home. The editorial content is devoted to new construction ideas and techniques, home remodeling, improvement and repair, design and architecture, home energy, finance and management, landscaping and gardening, new advances in home electronics. Regular editorial departments include: product testing & evaluation, plans and projects, product preview, technical questions and answers, solar innovations, trade secrets of professional remodelers, and how-to projects.

Member: ABC

Primary SRDS Classification No. 24

Popular Mechanics

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-4282
Year founded: 1902

Published: Monthly

Publisher: Daniel J. Coleman
Advertising Director: Gil Alfano
Other key contacts: Stephen Koddenberg, Eastern Advertising Manager

Editorial Description: Popular Mechanics is a full service magazine for the man who can make things work. Its editorial scope provides ideas on automobiles and their care, home building and maintenance, boating and outdoor recreation, science, hi-fi and electronics.

Member: ABC

Primary SRDS Classification No. 29

Popular Science

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1872
Published: Monthly

Publisher: Terence Moyes
Advertising Director: James Byrne
Other key contacts: C.P. Gilmore, Editor

Editorial Description: Popular Science concentrates its editorial on new products that may be of special usefulness to men with strong interests in their homes, personal transportation needs and in recreation. Each month, the magazine reports

on products still on industrial drawing boards. It also introduces products already in the marketplace, and provides "use" suggestions about products. Major articles and departmental features cover such product areas as automobiles; boats and engines; home workshop tools; garden and lawn equipment; electronic, TV, and photographic equipment; and recreational products.

Member: ABC

Primary SRDS Classification No. 29

Workbench

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1937
Published: Bimonthly

Publisher: J.E. Tillotson II
Advertising Director: Bradford B. Reynolds
Other key contacts: John E. Tillotson III, President; Albert G. Glass, Circulation Director

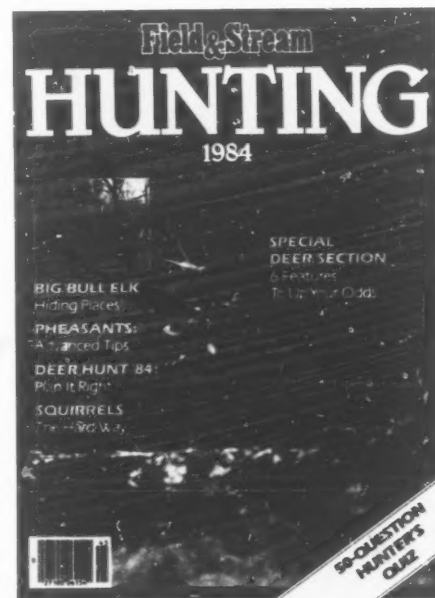
Editorial Description: Workbench magazine is concerned both with ideas and practical methods applied to how-to-do projects. Instructions, drawings, and photographs are used to present projects for the beginning and advanced home craftsman.

Member: ABC, MPA

50

CBS MAGAZINES PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



Newsmagazines

MARKET NEWSLINE•MARKET NEWSLINE•MARKET

ONLY 7 BOOKS COMPRISE BIGGEST AD REVENUE MARKET...

Total ad revenues for 7 market members are \$2.3 billion and average +15% vs. year ago.

Market books add more than 868,000 subscriptions over '82 to compensate for 456,000 loss in newstand sales.

AND AMONG THEM ARE 6 OF TOP 16 FOLIO:400 MAGAZINES...

Tops in Folio:400, *TV Guide* is market's biggest in all measurements except ad revenues. That crown belongs to #2 in The 400, *Time*.

The 400's 3rd ranked magazine, *People*, sets growth pace in subscriptions and sub revenues.

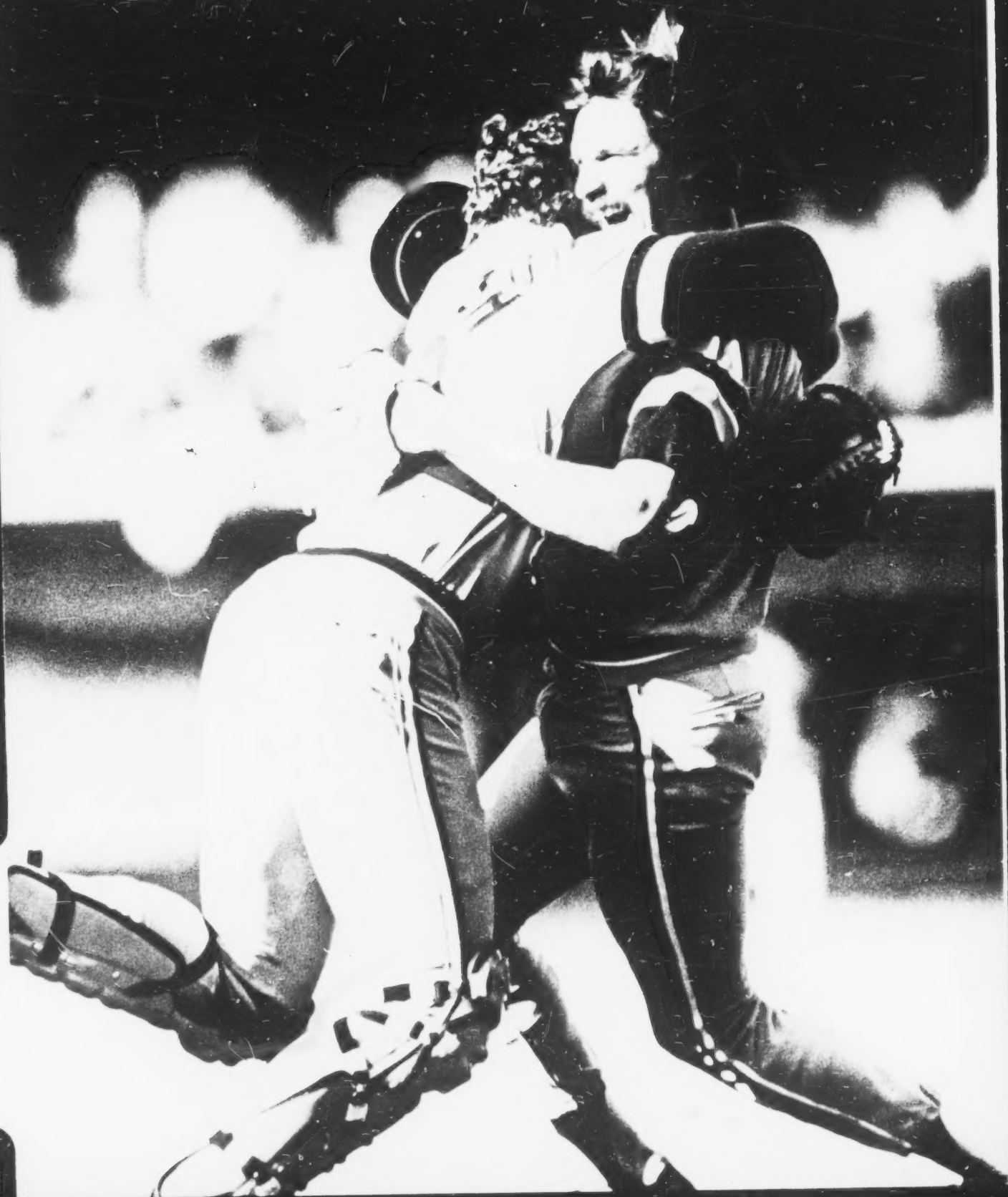
Newsweek, the 4th largest magazine surveyed, reports top ad page boost vs. '82.

Sports Illustrated is big gainer at the newsstand, both in sales and revenues. It is Time Inc.'s 3rd title in 400's top 6.

The 400's 16th ranked book, *U.S. News & World Report*, is second in total revenue growth.

Market newcomer *The Sporting News* captures growth titles in total and ad revenues, circulation.

Sports Illustrated

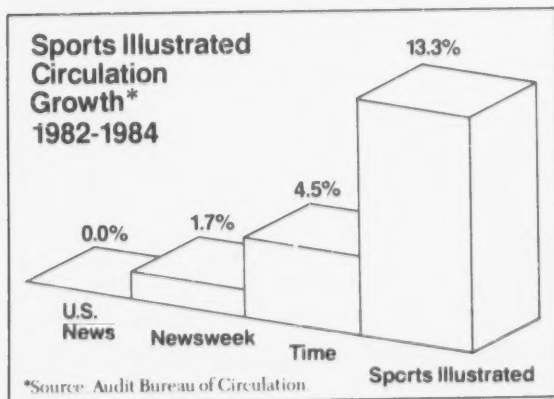


No other newsweekly captures excitement like this.

Or creates it like this.

Sports Illustrated is growing. The demand for *Sports Illustrated* is stronger than ever. In the last two years alone, SI's circulation base has grown by 13.3%, reaching an all-time high of 2,550,000.

Sports Illustrated is setting records. In 1984, SI's ad revenues are expected to set a new record. Well over \$210 million.* *Sports Illustrated* continues to win advertiser confidence and retain its position among the top five magazines in ad dollars.



Sports Illustrated is breaking records. The Olympic Preview Issue, the biggest issue ever published by *Sports Illustrated*, generated an unprecedented \$24 million in ad revenues. That's more than any single issue of any magazine. Ever.

Sports Illustrated is innovative. SI was the first weekly magazine to go full-color, from cover to cover. Our ability to use satellite transmission allows us to capture the moments while the stories are fresh and the emotions are strong.

Sports Illustrated is celebrating. *Sports Illustrated* is recognized as "America's Sports Newsweekly." And 1984 marks the 30th Anniversary of SI bringing its readers the kind of award-winning journalism they find nowhere else. Week after week, *Sports Illustrated* not only captures excitement. We create it.

Sports Illustrated

America's Sports Newsweekly

*Publisher's estimate

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Newsmagazines

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 TV Guide	3,644	1 Newsweek	3.3	1 Newsweek	95	1 TV Guide	69
2 People Weekly	3,449	2 U.S.News&World Rep.	2.5	2 Time	58	2 People Weekly	68
3 Newsweek	2,958	3 Time	2.2	3 Sports Illustrated	56	3 Newsweek	56
4 Sports Illustrated	2,761	4 Sports Illustrated	2.1	4 U.S.News&World Rep.	44	4 Sports Illustrated	52
5 Time	2,699	5 TV Guide	0.8	5 TV Guide	28	5 Time	51
6 U.S.News&World Rep.	1,785	6 The Sporting News	-3.1	6 The Sporting News	-21	6 U.S.News&World Rep.	35
7 The Sporting News	647	7 People Weekly	-3.3	7 People Weekly	-118	7 The Sporting News	12
Total	17,943			Total	142		

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 Time	298,612	1 The Sporting News	27.7	1 Time	42,202	1 TV Guide	133
2 TV Guide	269,422	2 Time	16.5	2 TV Guide	27,949	2 U.S.News&World Rep.	60
3 Newsweek	218,723	3 Sports Illustrated	15.6	3 Sports Illustrated	25,335	3 Sports Illustrated	59
4 Sports Illustrated	188,222	4 Newsweek	12.0	4 Newsweek	23,364	4 People Weekly	58
5 People Weekly	175,515	5 U.S.News&World Rep.	12.0	5 People Weekly	16,196	5 Time	53
6 U.S.News&World Rep.	93,854	6 TV Guide	11.6	6 U.S.News&World Rep.	10,033	6 Newsweek	51
7 The Sporting News	7,284	7 People Weekly	10.2	7 The Sporting News	1,582	7 The Sporting News	42
Total	1,251,632			Total	146,661		

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
1 TV Guide	17,170,799	1 The Sporting News	18.5	1 People Weekly	169,945	1 TV Guide	9,057,235
2 Time	4,667,469	2 People Weekly	6.6	2 Time	157,551	2 People Weekly	1,736,245
3 Newsweek	3,030,780	3 Time	3.5	3 The Sporting News	91,614	3 Time	253,542
4 People Weekly	2,741,029	4 Sports Illustrated	2.9	4 Sports Illustrated	70,110	4 Newsweek	203,819
5 Sports Illustrated	2,476,147	5 Newsweek	0.6	5 Newsweek	18,230	5 Sports Illustrated	100,793
6 U.S.News&World Rep.	2,117,338	6 U.S.News&World Rep.	-0.3	6 U.S.News&World Rep.	-6,504	6 U.S.News&World Rep.	70,181
7 The Sporting News	586,039	7 TV Guide	-0.5	7 TV Guide	-89,499	7 The Sporting News	68,685
Total	32,789,601			Total	411,447	Total	11,490,500

Magazine Profiles

Newsweek

Newsweek, Inc.
444 Madison Avenue
New York, NY 10022
(212) 350-2000
Year founded: 1933
Published: Weekly

Publisher: S.H. Price, Executive Vice President
Advertising Director: James W. Allbaugh, Vice President

Other key contacts: James D. McVey, Sales Director, New York; Willard Holman, Central Sales Director, Detroit; Lemuel C. Hall, Western Sales Director, Los Angeles

Editorial Description: Newsweek is a magazine of news and commentary. News is categorized into National Affairs, International, Science, Sports, Business, Medicine, Religion, Entertainment, the Graphic and Performing Arts, and encompasses the week's developments on the newsfronts of the world and the nation. Articles are usually illustrated with relevant charts, maps, cartoons and photographs. The reader's views are amplified by a number of columns of opinion on national and international trends in politics, the economy, personal business, the

Washington scene, current affairs, life styles.
Member: ABC
Primary SRDS Classification No. 36A

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Publisher: S. Christopher Meigher III
Advertising Director: William S. Myers
Other key contacts: Terrence W. Russell, National Advertising Sales Manager; John J. Gallagher, Associate Advertising Sales Manager

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC
Primary SRDS Classification No. 22A

The Sporting News

The Sporting News Publishing Co.
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Publisher: Richard Waters, President
Advertising Director: Kent Valandra
Other key contacts: Edward C. Campbell, Midwest Advertising Manager; Steven Card, Advertising Services Manager

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC
Primary SRDS Classification No. 36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020

(continued)



PEOPLE LIKE YOU LIKE TV GUIDE.

Our readers are willing to put up with snickers from passersby on the street to make a daughter's eyes turn to saucers.
They also have been known to buy more Girl Scout cookies than they need and to cry at the movies.

They respond emotionally to the right product appeal, too. And we've got nearly 43 million of them.



TRIANGLE PUBLICATIONS, INC.

Newsmagazines (continued)

Total Revenue (ad rev. + circ. rev.) (\$000)	
1 TV Guide	695,524
2 Time	487,639
3 People Weekly	325,722
4 Newsweek	319,139
5 Sports Illustrated	283,860
6 U.S. News & World Rep.	165,300
7 The Sporting News	31,275
Total	2,308,459

% Chg. Total Revenue (1982/1983) (%)	
1 The Sporting News	33.4
2 U.S. News & World Rep.	15.6
3 Sports Illustrated	15.3
4 Time	14.7
5 People Weekly	13.1
6 Newsweek	10.5
7 TV Guide	5.0

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 TV Guide	202
2 People Weekly	126
3 Sports Illustrated	111
4 Newsweek	107
5 Time	104
6 U.S. News & World Rep.	95
7 The Sporting News	54

% Chg. News. Circ. (1982/1983) (%)	
1 Sports Illustrated	6.3
2 U.S. News & World Rep.	1.0
3 TV Guide	-2.9
4 The Sporting News	-5.3
5 People Weekly	-7.6
6 Newsweek	-7.8
7 Time	-9.6

Avg. Subscrip. Circ.	
1 TV Guide	8,113,564
2 Time	4,413,927
3 Newsweek	2,826,961
4 Sports Illustrated	2,375,354
5 U.S. News & World Rep.	2,047,157
6 People Weekly	1,004,784
7 The Sporting News	517,354
Total	21,299,101

% Chg. Sub. Circ. (1982/1983) (%)	
1 People Weekly	45.2
2 The Sporting News	22.6
3 Time	4.4
4 Sports Illustrated	2.8
5 TV Guide	2.3
6 Newsweek	1.3
7 U.S. News & World Rep.	-0.3

Net Chg. Sub. Circ. (1982/1983) (Subs.)	
1 People Weekly	312,968
2 Time	184,338
3 TV Guide	182,735
4 The Sporting News	95,481
5 Sports Illustrated	64,127
6 Newsweek	35,410
7 U.S. News & World Rep.	-7,178
Total	867,881

Net Chg. Newst. Circ. (1982/1983)	
1 Sports Illustrated	5,983
2 U.S. News & World Rep.	673
3 The Sporting News	-3,868
4 Newsweek	-17,181
5 Time	-26,788
6 People Weekly	-143,023
7 TV Guide	-272,233
Total	-456,437

Subscription Revenue (\$000)	
1 TV Guide	186,086
2 Time	166,586
3 Sports Illustrated	86,289
4 Newsweek	84,212
5 U.S. News & World Rep.	66,042
6 People Weekly	39,521
7 The Sporting News	18,634
Total	647,370

% Chg. Sub. Revenue (1982/1983) (%)	
1 People Weekly	59.7
2 The Sporting News	54.3
3 U.S. News & World Rep.	22.8
4 Sports Illustrated	14.0
5 Time	13.5
6 Newsweek	10.3
7 TV Guide	4.4

Newsstand Revenue (\$000)	
1 TV Guide	240,017
2 People Weekly	110,686
3 Time	22,441
4 Newsweek	16,204
5 Sports Illustrated	9,349
6 U.S. News & World Rep.	5,405
7 The Sporting News	5,357
Total	409,459

% Chg. Newst. Rev. (1982/1983) (%)	
1 Sports Illustrated	23.6
2 People Weekly	6.5
3 Time	2.6
4 U.S. News & World Rep.	1.0
5 TV Guide	-1.1
6 The Sporting News	-5.3
7 Newsweek	-6.0

PLAYBOY:

Bright Ideas.

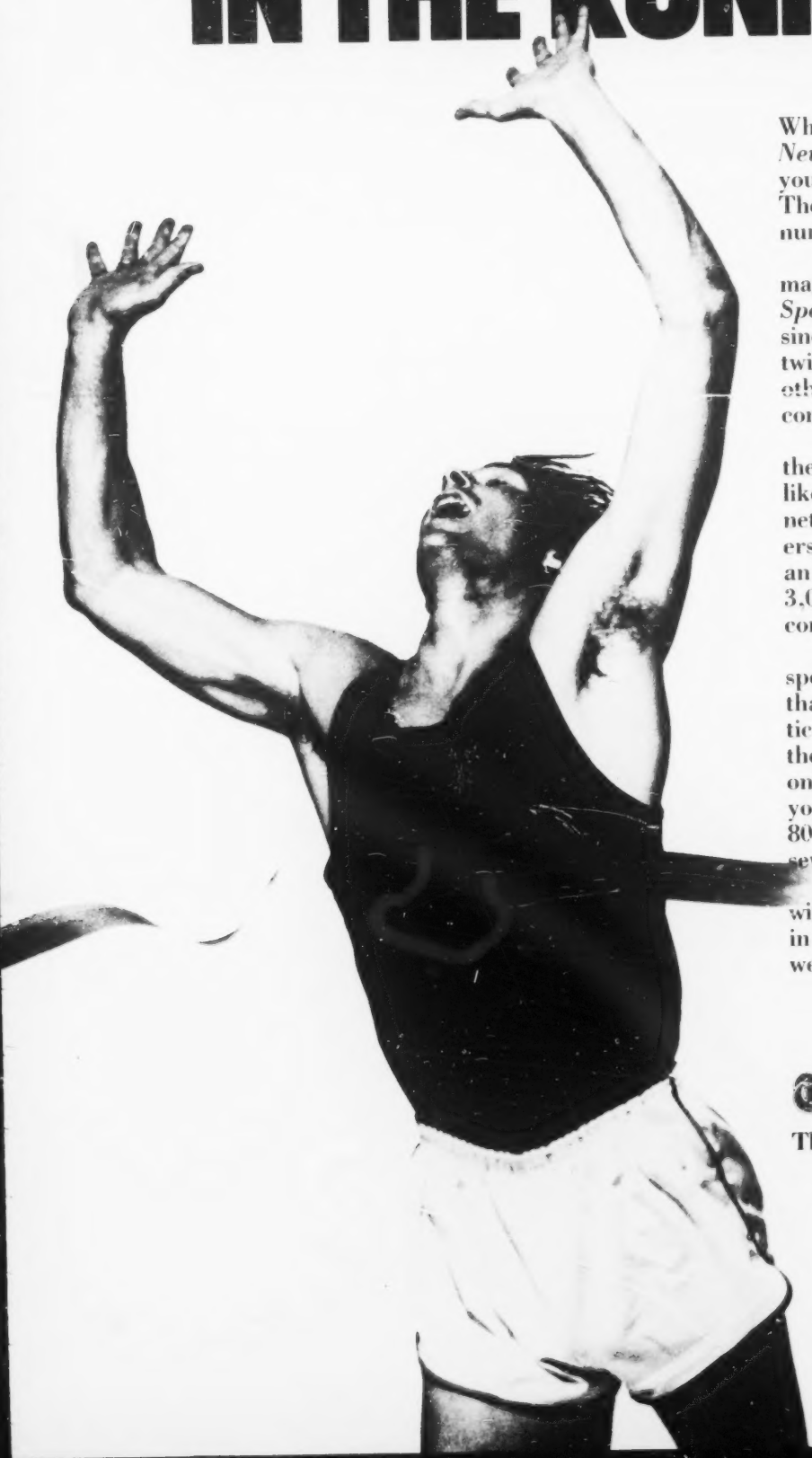
Issue after issue, consumer electronics advertisers invest more in PLAYBOY than in any other consumer magazine.

Nobody knows men better than PLAYBOY.

Source: PIB, Jan.-Dec., 1983.
© 1984 by Playboy.



NO ONE ELSE IS EVEN IN THE RUNNING.



When you compare *The Sporting News* with other sports publications, you'll find that we're number one. The only problem is, there's no number two.

Sure, you can look at picture magazines like *Sports Illustrated*, *Sport*, *Penthouse* and *Esquire*. But since *The Sporting News* has over twice the editorial content of most other books, that's not really a fair comparison.

You can also put us up against the sports sections in newspapers like *USA Today*. But with the largest network of sports columnists, writers and statisticians worldwide plus an international audience of over 3,000,000 fans, that isn't a fair comparison either.

The fact is that when it comes to sports, there's only *one* publication that guarantees readers the statistics, the depth and the excitement they want every week. And there's only one sports weekly that can give you newsstand strength *plus* over 80% circulation growth in the last seven years.

Compare *The Sporting News* with any newsweekly or male monthly in SMRB or MRI. You'll see why we say there's nothing else like it.

The Sporting News

There's simply nothing else like it.

A Times Mirror Company Publication

Newsmagazines (continued)

(212) 586-1212

Year founded: 1954

Published: Weekly (except semi-weekly during a week in February and a week in September, also two issues combined at year-end)

Publisher: Robert L. Miller

Advertising Director: Donald J. Barr

Other key contacts: Ann S. Moore, General Manager; E. Bruce Hallett, Business Manager; Robert D. McCoach, Circulation Director; Thomas J. Hickey, Advertising Sales Manager

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC

Primary SRDS Classification No. 36A

Time

Time Inc.

Time/Life Building

Rockefeller Center

New York, NY 10020

(212) 586-1212

Year founded: 1923

Published: Weekly

Publisher: John A. Meyers

Other key contacts: John J. Crowley, Jr., U.S. Advertising Sales Director; Charles D. Hogan, Associate U.S. Advertising Sales Director; Harry Steinbreder, Jr., Special Advertising Projects

Editorial Description: Time, The Weekly Newsmagazine is designed to keep readers of both sexes and all ages informed on the world's important news every week. It is entirely staff written and much of its material comes from the direct reports of Time-Life News Service correspondents in key news centers around the globe. The news in Time is organized by departments, including: Art, Behavior, Books, Business, Cinema, Education, Environment, Law, Modern Living, Music, Nation, Press, Religion, Theater and World. The Cover Story examines a significant situation or personality in depth, and Essay deals with issues and ideas. Throughout the magazine the Editors aim to put events in perspective and provide both facts and insight.

Member: ABC

Primary SRDS Classification No. 36A

TV Guide

Triangle Publications, Inc.

4 Radnor Corporate Center

Radnor, PA 19088

(215) 293-8500

Year founded: 1953

Frequency: Weekly

Publisher: Eric G. Larson

Advertising Director: Thomas J. McDonough

Other key contacts: Robert G. Baumier, Advertising Manager; James B. Delehanty, Eastern Advertising Manager; Robert B. Elverman, Midwest Advertising Manager; C. Robert Brooks, West Coast Advertising Manager; Joseph W.

Kryla, Detroit Advertising Manager

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.

Member: ABC

Primary SRDS Classification No. 36A

U.S. News & World Report

U.S. News & World Report, Inc.

2400 N Street, N.W.

Washington, DC 20037

(202) 955-2000

Year founded: 1933

Published: Weekly

Publisher: William G. Dunn

Advertising Director: Robert B. Dillingham

Other key contacts: James J. Ashe, Director of Marketing

Editorial Description: U.S. News & World Report is devoted to major trends, developments and issues in national and world news. Original reports and special analyses emphasize the economic and social effects of the news, with application for business and professional people and their families.

Member: ABC

Primary SRDS Classification No. 36A



PLAYBOY:

Fact and Fiction.

PLAYBOY'S monthly interviews are state of the arts — the best-known, thought-provoking and most often quoted in print journalism today. And with brilliant fiction by prize-winning authors from Chekhov to Updike, PLAYBOY has the "write" stuff.

Nobody knows men better than PLAYBOY.

MARKET GIVES OFF MIXED SIGNALS...

Revenues up an average of 3.9% in 7-book market. Aggregate dollar gain is modest \$3.4 million, due largely to one magazine.

Collective market circulation declines by 98,000, but 5 of 7 books report gains. Newsstand circ responsible for bulk of decrease.

DESPITE POSITIVE PERFORMANCES...

Field & Stream leads market in all measurements except newsstand sales and revenues. Popular publication also grows fastest in total revenues, ad pages, subscription revenues.

Petersen's Hunting ahead of pack in circulation growth thanks to steep subscriptions rise.

Newsstand best-seller *Outdoor Life* has one of market's million+ circulations.

Total revenue growth runner-up *Shooting Times* takes aim at advertisers with market's top pace in ad dollars vs. '82.

Bassmaster lands market's 2nd best growth in average circulation and subscription circ.

Outdoor

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Field & Stream	1,020	1 Field & Stream	10.1	1 Field & Stream	94	1 Field & Stream	85
2 Sports Afield	1,005	2 Shooting Times	8.2	2 Outdoor Life	36	2 Sports Afield	84
3 Outdoor Life	846	3 Outdoor Life	4.5	3 Shooting Times	34	3 Outdoor Life	71
4 Guns & Ammo	593	4 Petersen's Hunting	-2.6	4 Petersen's Hunting	-13	4 Bassmaster	52
5 Petersen's Hunting	478	5 Sports Afield	-4.0	5 Bassmaster	-22	5 Guns & Ammo	49
6 Shooting Times	449	6 Guns & Ammo	-4.7	6 Guns & Ammo	-29	6 Petersen's Hunting	40
7 Bassmaster	418	7 Bassmaster	-5.0	7 Sports Afield	-42	7 Shooting Times	37
Total	4,809			Total	58		

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 Field & Stream	30,715	1 Shooting Times	25.7	1 Field & Stream	3,107	1 Sports Afield	76
2 Outdoor Life	16,573	2 Field & Stream	11.3	2 Sports Afield	424	2 Field & Stream	73
3 Sports Afield	11,531	3 Sports Afield	3.8	3 Shooting Times	261	3 Outdoor Life	64
4 Guns & Ammo	5,283	4 Petersen's Hunting	3.5	4 Bassmaster	130	4 Petersen's Hunting	64
5 Bassmaster	4,109	5 Bassmaster	3.3	5 Guns & Ammo	122	5 Bassmaster	62
6 Petersen's Hunting	2,394	6 Guns & Ammo	2.4	6 Petersen's Hunting	80	6 Shooting Times	57
7 Shooting Times	1,279	7 Outdoor Life	0.3	7 Outdoor Life	48	7 Guns & Ammo	56
Total	71,884			Total	4,172		

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
1 Field & Stream	2,045,163	1 Petersen's Hunting	5.7	1 Field & Stream	19,239	1 Outdoor Life	180,117
2 Outdoor Life	1,534,586	2 Bassmaster	4.8	2 Bassmaster	18,111	2 Field & Stream	159,875
3 Sports Afield	541,711	3 Shooting Times	4.0	3 Petersen's Hunting	14,701	3 Sports Afield	146,533
4 Guns & Ammo	475,806	4 Sports Afield	1.0	4 Shooting Times	7,999	4 Guns & Ammo	141,619
5 Bassmaster	397,367	5 Field & Stream	0.9	5 Sports Afield	5,522	5 Shooting Times	104,155
6 Petersen's Hunting	273,069	6 Guns & Ammo	-3.1	6 Guns & Ammo	-15,137	6 Petersen's Hunting	75,701
7 Shooting Times	208,034	7 Outdoor Life	-8.8	7 Outdoor Life	-148,286	7 Bassmaster	20,054
Total	5,475,736			Total	-97,851	Total	828,054

Magazine Profiles

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36141
(205) 272-9530

Year founded: 1967
Published: 8x per year

Publisher: Ray Scott
Advertising Director: Glenn Harper
Other key contacts: Helen Sevier, Associate Publisher

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories. Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament re-

ports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC

Primary SRDS Classification No. 19

Field & Stream

CBS Magazines
1515 Broadway
New York, NY 10036
Published: Monthly

Publisher: Eugene A. Bay, Jr.
Advertising Director: James S. Berrien

Editorial Description: Field & Stream is published for the outdoor sportsman and his family. While hunting and fishing are at the core of the editorial coverage, each issue features articles and departments devoted to conservation, fish and game recipes, camping, boating, gun dogs, vehicles, humor, and new products. Each issue also includes an eight-page locally edited section specifically tailored to the needs of outdoorsmen in each of five geographic regions.

Member: ABC

Primary SRDS Classification No. 19

Guns & Ammo

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1969
Published: Monthly

Publisher: Thomas J. Siatos
Advertising Director: Floyd Sembler, Vice President

Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: James J. Rainsford, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: Guns and Ammo offers a semi-technical approach to sporting firearms and their uses for beginners and experts alike. It includes articles on hunting, target shooting, antique firearms, ammunition, reloading and field tests in guns and shooting equipment. Regular columns include new products, letters, book reviews and technical questions.

Member: ABC

Primary SRDS Classification No. 19

(continued)

Outdoor (continued)

Total Revenue (ad rev. + circ. rev.) (1000)		% Chg. Total Revenue (1982/1983) (%)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. News. Circ. (1982/1983) (%)	
1 Field & Stream	49,937	1 Field & Stream	12.0	1 Sports Afield	160	1 Shooting Times	7.3
2 Outdoor Life	31,561	2 Shooting Times	10.5	2 Field & Stream	158	2 Bassmaster	-3.3
3 Sports Afield	18,296	3 Bassmaster	3.9	3 Outdoor Life	134	3 Sports Afield	-4.0
4 Guns & Ammo	11,343	4 Petersen's Hunting	2.1	4 Bassmaster	114	4 Petersen's Hunting	-5.0
5 Bassmaster	8,203	5 Sports Afield	1.7	5 Guns & Ammo	105	5 Guns & Ammo	-5.5
6 Petersen's Hunting	5,186	6 Guns & Ammo	0.0	6 Petersen's Hunting	104	6 Outdoor Life	-5.9
7 Shooting Times	4,935	7 Outdoor Life	-3.2	7 Shooting Times	95	7 Field & Stream	-7.8
Total	129,461						

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983) (%)		Net Chg. Sub. Circ. (1982/1983) (Subs.)		Net Chg. Newst. Circ. (1982/1983)	
1 Field & Stream	1,885,288	1 Petersen's Hunting	10.4	1 Field & Stream	32,772	1 Shooting Times	7,054
2 Outdoor Life	1,354,470	2 Bassmaster	5.2	2 Bassmaster	18,792	2 Bassmaster	-681
3 Sports Afield	395,178	3 Sports Afield	3.0	3 Petersen's Hunting	18,651	3 Petersen's Hunting	-3,950
4 Bassmaster	377,314	4 Field & Stream	1.8	4 Sports Afield	11,602	4 Sports Afield	-6,081
5 Guns & Ammo	334,187	5 Shooting Times	0.9	5 Shooting Times	944	5 Guns & Ammo	-8,220
6 Petersen's Hunting	197,368	6 Guns & Ammo	-2.0	6 Guns & Ammo	-6,917	6 Outdoor Life	-11,287
7 Shooting Times	103,879	7 Outdoor Life	-9.2	7 Outdoor Life	-137,000	7 Field & Stream	-13,534
Total	4,647,684			Total	-61,156	Total	-36,699

Subscription Revenue (1000)		% Chg. Sub. Revenue (1982/1983) (%)		Newsstand Revenue (1000)		% Chg. Newst. Rev. (1982/1983) (%)	
1 Field & Stream	15,864	1 Field & Stream	14.6	1 Outdoor Life	3,512	1 Field & Stream	7.6
2 Outdoor Life	11,476	2 Bassmaster	5.2	2 Sports Afield	3,429	2 Shooting Times	7.3
3 Bassmaster	3,773	3 Petersen's Hunting	4.7	3 Field & Stream	3,357	3 Outdoor Life	2.0
4 Sports Afield	3,335	4 Shooting Times	4.3	4 Guns & Ammo	2,974	4 Petersen's Hunting	-2.3
5 Guns & Ammo	3,086	5 Guns & Ammo	1.8	5 Shooting Times	2,187	5 Bassmaster	-3.4
6 Shooting Times	1,468	6 Sports Afield	0.8	6 Petersen's Hunting	1,400	6 Sports Afield	-4.0
7 Petersen's Hunting	1,391	7 Outdoor Life	-9.2	7 Bassmaster	321	7 Guns & Ammo	-5.5
Total	40,393			Total	17,180		

CBS MAGAZINES PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



Figures are FOLIO estimates for the calendar year 1983
©1984 FOLIO Publishing Corporation

FOLIO:400/265

Outdoor Life

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1898
Published: Monthly

Publisher: John B. Crawley
Advertising Director: Ed Backus
Other key contacts: John W. Daley, Promotion Manager

Editorial Description: Outdoor Life is edited for the active sportsman and his outdoor-oriented family. Two-thirds of the feature articles are devoted to national interests, and one-third to the interests of four different regions: Northeast, South, Midwest and West. This editorial program provides feature articles and departments for the experienced as well as novice sportsman. Regularly covered subjects include hunting, fishing, boating, camping, archery, trap & skeet, conservation, dogs, photography, travel, equipment and apparel necessary for greater enjoyment of the out-of-doors. Emphasis throughout Outdoor Life is on participation.

Member: ABC

Primary SRDS Classification No. 19

Petersen's Hunting

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1973

Published: Monthly

Publisher: Ken Elliott
Advertising Director: Floyd Sembler, Vice President

Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: James J. Rainsford, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: Petersen's Hunting is a magazine devoted to the sport of recreational hunting. It offers information for the true hunter. Petersen's Hunting presents in-depth coverage of big game, small game, upland game, waterfowl, exotic game, hunting vehicles and gun dogs. In addition, Petersen's Hunting is involved in game conservation and ecology, and the critical roles played by the hunter and the manufacturer.

Member: ABC

Primary SRDS Classification No. 19

Shooting Times

PJS Publications Inc.
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1960
Published: Monthly

Publisher: Jerry R. Constantino
Advertising Director: Don Hartzell
Other key contacts: Terry Bredenberg, Executive Advertising Director

Editorial Description: Shooting Times magazine is edited for the gun enthusiast, experienced and

novice. Guns and shooting activities in the shooting sports are covered. Articles are semitechnical, covering handguns, rifles, shotguns, muzzleloading, hunting—varmint, big and small game, upland bird hunting. Ammo reloading covers handguns, rifles and shotguns. Also, conservation, how-to-do-it articles. New and existing guns, products and components are evaluated. Columns (monthly) are on handguns, hunting, Q&A's, gunsmithing, reloading, conservation, firearms laws, rifles and shotguns, both rimfire and centerfire.

Member: ABC

Primary SRDS Classification No. 19

Sports Afield

Hearst Magazines
250 West 55th Street
New York, NY 10019
(212) 262-8852
Year founded: 1887
Published: Monthly

Publisher: Hastings Ross
Advertising Director: Glenn R. Gray

Editorial Description: Sports Afield is edited for the outdoor sports enthusiast. Illustrated feature articles cover outdoor activity. Advice on camping, hunting, arms and ammunition, fishing, boating, sporting dogs, trap and skeet, recreational vehicles, food, outdoor wear and wines and spirits as well as new products. Issues feature coverage of seasonal activities, with emphasis on where and how.

Member: ABC

Primary SRDS Classification No. 19



PLAYBOY:

P r e m i u m P e r f o r m a n c e.

You can find 10.3 million domestic beer drinkers and 3.7 million domestic low-calorie beer drinkers in PLAYBOY.

Nobody knows men better than PLAYBOY.

Source: MRI, Spring 1984. © 1984 by Playboy

MARKET BOOKS HEED OWN ADVICE...

Total revenue averages +15.9% for 7 market titles. Due primarily to steep rise in ad activity.

Books also popular among readers as circulation averages +9.4% per publication.

Two of market's magazines have recently plunged into ad fray.

GROWTH IS WELL MANAGED...

Total revenue leader *Money* also tops market in revenue and circulation growth.

Ad page leader *Barron's* has strong subscription and newsstand circulation trends.

Consumers Digest, in 2nd year of accepting ads, quadruples ad revenues and more than triples ad pages vs. '82.

Success is 2nd in total revenue growth behind accelerated ad page, newsstand circ gains.

AND PERFORMANCES ARE STEADY...

Consumer Reports, 2nd in total revenues, owes its success to market leading circulation.

Changing Times maintains market's 2nd largest subscriber base while ad pages leap upward.

*"I help some pretty big
companies manage their
financial affairs.*

*I take Changing Times
to help me manage my
personal affairs."*

THE KIPLINGER MAGAZINE
Changing Times
The magazine of personal business.

Personal Finance & Management

Ad Pages

1 Barron's	2,276
2 Money	1,431
3 Changing Times	512
4 Success	413
5 Consumers Digest	93
6 Moneysworth	72
7 Consumer Reports	0
Total	4,797

% Chg. Ad Pages (1982/1983)

1 Consumers Digest	231.6
2 Changing Times	16.6
3 Success	14.7
4 Money	7.4
5 Barron's	2.7
6 Consumer Reports	n/a
7 Moneysworth	-45.4

Net Chg. Ad Pages (1982/1983)

1 Money	99
2 Changing Times	73
3 Consumers Digest	65
4 Barron's	59
5 Success	53
6 Consumer Reports	n/a
7 Moneysworth	-60
Total	289

Avg. Ad Pages/Copy

1 Money	119
2 Barron's	44
3 Changing Times	43
4 Success	34
5 Moneysworth	18
6 Consumers Digest	15
7 Consumer Reports	0

Ad Revenue (\$000)

1 Money	42,036
2 Barron's	19,385
3 Changing Times	11,583
4 Success	1,750
5 Consumers Digest	962
6 Moneysworth	381
7 Consumer Reports	0
Total	76,097

% Chg. Ad Revenue (1982/1983)

1 Consumers Digest	318.3
2 Success	66.1
3 Changing Times	28.4
4 Money	27.8
5 Barron's	13.0
6 Consumer Reports	n/a
7 Moneysworth	-42.6

Net Chg. Ad Revenue (1982/1983)

1 Money	9,140
2 Changing Times	2,559
3 Barron's	2,225
4 Consumers Digest	732
5 Success	696
6 Consumer Reports	n/a
7 Moneysworth	-284
Total	15,068

Avg. Edit. Pgs./Copy

1 Changing Times	56
2 Success	43
3 Barron's	ne
4 Consumer Reports	ne
5 Consumers Digest	ne
6 Money	ne
7 Moneysworth	ne

Average Circulation

1 Consumer Reports	2,900,000
2 Changing Times	1,507,841
3 Money	1,325,551
4 Consumers Digest	903,009
5 Moneysworth	856,177
6 Barron's	297,377
7 Success	251,683
Total	8,041,638

% Chg. Avg. Circ. (1982/1983)

1 Money	22.8
2 Barron's	13.0
3 Consumers Digest	12.0
4 Success	11.5
5 Moneysworth	9.2
6 Changing Times	0.9
7 Consumer Reports	-3.6

Net Chg. Avg. Circ. (1982/1983)

1 Money	246,444
2 Consumers Digest	93,636
3 Moneysworth	72,336
4 Barron's	34,218
5 Success	25,942
6 Changing Times	12,736
7 Consumer Reports	-107,000
Total	381,312

Avg. Newsstand Circ.

1 Money	266,526
2 Barron's	114,759
3 Consumer Reports	100,000
4 Changing Times	37,409
5 Success	31,172
6 Consumers Digest	0
7 Moneysworth	0
Total	549,866

n/a = not applicable
ne = not estimated

Magazine Profiles

Barron's

National Business and Financial Weekly

Dow Jones & Co.
420 Lexington Avenue
New York, NY 10017
(212) 808-7220
Year founded: 1921
Published: Weekly

Publisher: Robert Bleiberg
Advertising Director: Walter Dietzer

Editorial Description: Barron's contains industry-wide studies and individual company analyses, edited for private investors, professional money managers and corporate executives. Articles point out special situations for investment opportunities and also highlight industrial developments affecting the businessman's major customers and/or suppliers. No personal write ups or investment advice is given. Contains columns on commodities and options. Each issue contains performance records of securities, the standard economic indicators, plus several Barron's indices including the "confidence index."

Member: ABC

Primary SRDS Classification No. 8

Changing Times

The Kiplinger Organization
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: 12x per year

Publisher: Nicholas H. Niles
Advertising Director: John T. Abbott
Other key contacts: Peter Van Leight, New York Manager

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. 22

Consumer Reports

Consumers Union
256 Washington Street
Mount Vernon, NY 10550
(914) 667-9400
Published: Monthly
Publisher: Rhoda H. Karpatkin

Consumers Digest

Consumers Digest, Inc.
5705 North Lincoln Avenue
Chicago, IL 60659
(312) 275-3590
Year founded: 1959
Published: Bimonthly

Publisher: Arthur Weber
Advertising Director: Tom W. Carr

Editorial Description: Consumers Digest is edited for consumers who are seeking detailed and specific advice, evaluations, and recommendations on products and services which they plan to buy in the near future. Articles, regular departments, and intensive special studies are designed to help consumers find maximum value when they make

(continued)

Personal Finance & Management (continued)

Total Revenue (ad rev. + circ. rev.) (\$000)	
1 Money	74,068
2 Consumer Reports	40,905
3 Barron's	38,006
4 Changing Times	29,467
5 Consumers Digest	9,103
6 Moneysworth	4,582
7 Success	4,573
Total	200,704

% Chg. Total Revenue (1982/1983) (%)	
1 Money	31.9
2 Success	26.3
3 Consumers Digest	23.5
4 Barron's	18.3
5 Changing Times	12.4
6 Moneysworth	3.5
7 Consumer Reports	-4.9

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Changing Times	98
2 Success	77
3 Barron's	ne
4 Consumer Reports	ne
5 Consumers Digest	ne
6 Money	ne
7 Moneysworth	ne

% Chg. News. Circ. (1982/1983) (%)	
1 Success	61.3
2 Money	34.4
3 Barron's	22.0
4 Consumers Digest	n/a
5 Moneysworth	n/a
6 Changing Times	-11.1
7 Consumer Reports	-33.3

Avg. Subscrip. Circ.	
1 Consumer Reports	2,800,000
2 Changing Times	1,470,432
3 Money	1,059,025
4 Consumers Digest	903,009
5 Moneysworth	840,131
6 Success	220,511
7 Barron's	182,618
Total	7,475,726

% Chg. Sub. Circ. (1982/1983) (%)	
1 Money	20.2
2 Consumers Digest	12.0
3 Moneysworth	11.7
4 Barron's	8.0
5 Success	6.8
6 Changing Times	1.2
7 Consumer Reports	-2.0

Net Chg. Sub. Circ. (1982/1983) (Subs.)	
1 Money	178,153
2 Consumers Digest	96,636
3 Moneysworth	87,822
4 Changing Times	17,383
5 Success	14,090
6 Barron's	13,540
7 Consumer Reports	-57,000
Total	350,624

Net Chg. Newst. Circ. (1982/1983)	
1 Money	68,291
2 Barron's	20,678
3 Success	11,851
4 Consumers Digest	n/a
5 Moneysworth	n/a
6 Changing Times	-4,648
7 Consumer Reports	-50,000
Total	46,172

Subscription Revenue (\$000)	
1 Consumer Reports	39,200
2 Money	24,837
3 Changing Times	17,134
4 Barron's	10,267
5 Consumers Digest	8,141
6 Moneysworth	4,201
7 Success	2,262
Total	106,042

% Chg. Sub. Revenue (1982/1983) (%)	
1 Money	34.4
2 Barron's	16.1
3 Consumers Digest	14.0
4 Moneysworth	11.7
5 Changing Times	4.2
6 Success	1.9
7 Consumer Reports	-2.0

Newsstand Revenue (\$000)	
1 Barron's	8,354
2 Money	7,196
3 Consumer Reports	1,705
4 Changing Times	750
5 Success	561
6 Consumers Digest	0
7 Moneysworth	0
Total	18,566

% Chg. Newst. Rev. (1982/1983) (%)	
1 Success	61.2
2 Money	51.2
3 Barron's	36.6
4 Consumers Digest	n/a
5 Moneysworth	n/a
6 Changing Times	-1.0
7 Consumer Reports	-43.2

n/a = not applicable
ne = not estimated

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Source: MRI, Spring 1984. © 1984 by Playboy.

purchases in such areas as: automobiles, electronic equipment, household products, food, alcoholic beverages, career planning, home ownership, recreation, money management, travel and others.

Member: ABC
Primary SRDS Classification No. 22

Moneysworth

Avant-Garde Media, Inc.
251 West 57th Street
New York, NY 10019
(212) 581-2000
Year founded: 1970
Published: Quarterly

Advertising Director: Richard K. Greene
Other key contacts: George Greenfield, Blaise Martinelli, Advertising Sales

Editorial Description: Moneysworth counsels readers on how to get the most for their money. It covers not only consumer affairs, but also personal finance. Subjects regularly dealt with include: Automobiles (purchasing and maintenance), Insurance, Travel, Appliances, Home

Entertainment, Food, Investments, Savings, Education, Home Repairs, Books, Films, Recordings, Power Tools, Photographic Equipment, Sports, Gardening, Camping, Crafts, Grooming, Health. Regular features include "Dollars and Sense," on consumer affairs; "Moneywise," on personal finance; "The Flea Market," on mail-order merchandise.

Primary SRDS Classification No. 22A

Success The Magazine for Achievers

Success Magazine Company, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800
Year founded: 1954
Published: Monthly

Publisher: James B. Horton

Editorial Description: Success is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial ac-

tivities and management of business affairs.

Member: ABC
Primary SRDS Classification No. 22

Money

Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212) JU6-1212
Year founded: 1972
Published: Monthly

Publisher: William M. Kelly, Jr.
Advertising Director: James B. Hayes

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC
Primary SRDS Classification No. 22

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SCIENTIFIC FORMULA FOR GROWTH: MORE ADS + SUBSCRIPTIONS...

Ad revenues, averaging +18.1% vs. '82, now account for 38% of market's total dollars. Average ad page boost is 10.3%.

Subscription growth for books averages 6.5%, countering drop in newsstand sales. Now responsible for 45% of market revenues.

THREE \$30 MILLION BOOKS CARVE UP PERFORMANCE TURF...

Omni leads market in total revenues, newsstand circulation and dollars, and is 2nd in 2 other key measurements. Also perches atop market in total circulation, subscription growth rates.

Scientific American 2nd in total dollars, tops in ad revenues.

Third total revenue finisher *Discover* finds market lead in average total circulation, subscription dollars.

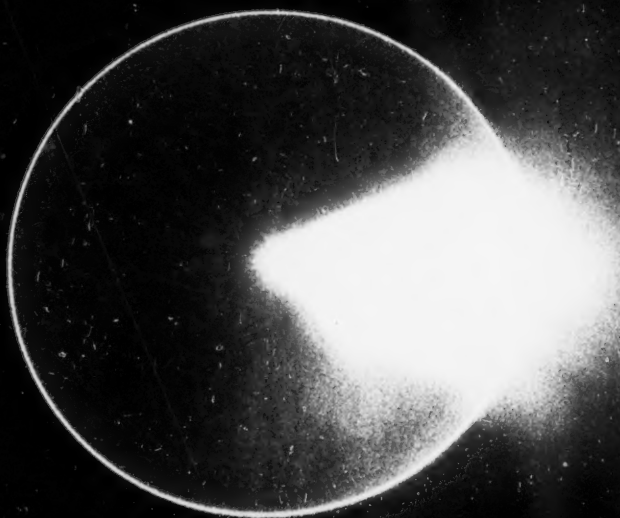
BUT OTHERS CLAMBER UP THE EVOLUTIONARY SCALE...

Ad page leader *Spectrum* logs top pace in total revenue growth.

Science Digest achieves market-leading growth in ad pages and revenues.

Hot book at newsstand is *Audubon* with market's top growth in newsstand circulation and revenues. *Science 83* only other market book gaining in newsstand circulation.

Natural History, 2nd in ad page growth, gives solid performance overall with strong circulation, total revenue increases.



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Creativity. Ingenuity. Curiosity. The spirit behind man's most sophisticated technologies. The spirit of OMNI Magazine.

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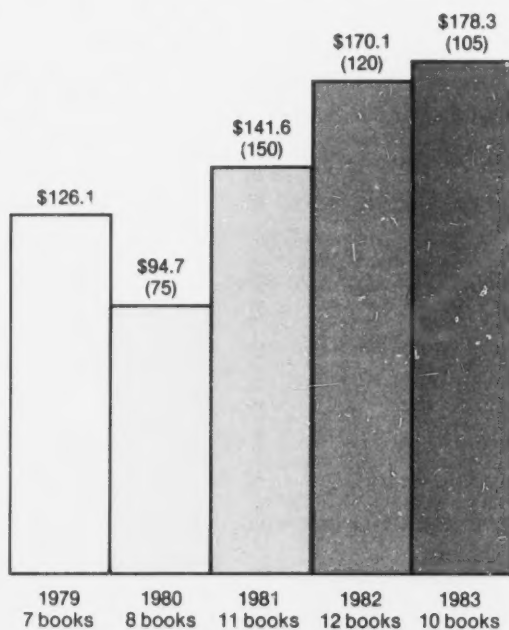
Today, OMNI is recognized as the most innovative magazine in the world, with an audience of nearly 5 million affluent, intelligent men and women who share an interest in technology. Robotics. Space science. The arts. Contemporary culture, fiction, nutrition, medicine, ecology and the future.

Together, OMNI readers form the ideal market for innovative products in every category. Because even the world's most forward-thinking consumers don't live by technology alone. For more information contact Howard Plissner. Tel: (212) 496-6100.

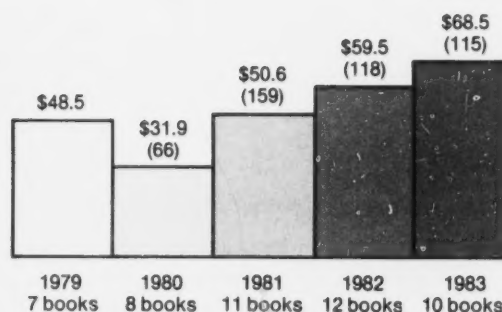
OMNI

Science & Nature (continued)

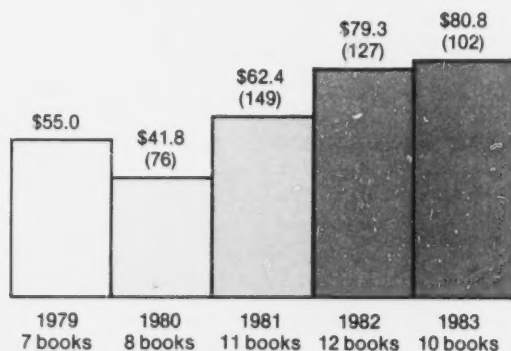
A five year history of The Folio:400 Science & Nature Market*



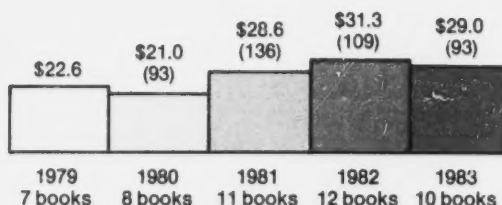
Total revenues—\$ millions
(Index vs. previous year)



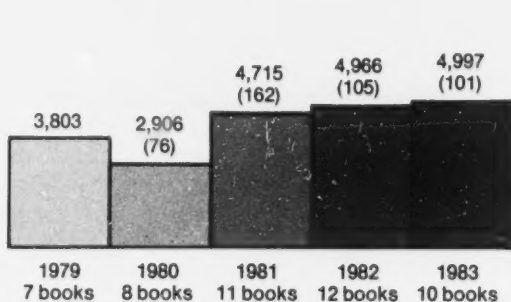
Advertising revenues—\$ millions
(Index vs. previous year)



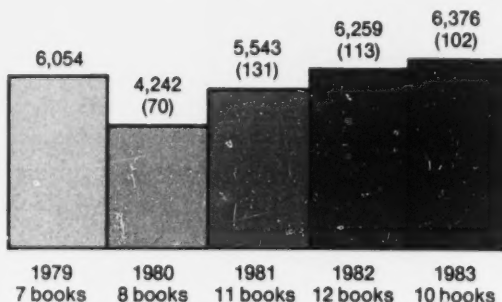
Subscription revenues—\$ millions
(Index vs. previous year)



Newsstand revenues—\$ millions
(Index vs. previous year)



Ad pages
(Index vs. previous year)



Average circulation—000's
(Index vs. previous year)

*Previous market names—General Interest: Sciences; and Sciences: General

Science & Nature (continued)

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Spectrum Magazine	1,019	1 Science Digest	30.4	1 Spectrum Magazine	189	1 Spectrum Magazine	85
2 Omni	824	2 Natural History	27.3	2 Natural History	100	2 Omni	69
3 Scientific American	760	3 Spectrum Magazine	22.7	3 Science Digest	100	3 Scientific American	63
4 Discover	508	4 Discover	15.0	4 Omni	86	4 Discover	42
5 Natural History	468	5 Audubon	14.4	5 Discover	66	5 Science 83	41
6 Science Digest	428	6 Science 83	12.1	6 Science 83	45	6 Natural History	39
7 Science 83	415	7 Omni	11.7	7 Audubon	27	7 Audubon	36
8 Psychology Today	308	8 National Wildlife	n/a	8 National Wildlife	n/a	8 Science Digest	36
9 Audubon	217	9 Scientific American	-16.6	9 Psychology Today	-99	9 Psychology Today	26
10 National Wildlife	0	10 Psychology Today	-24.4	10 Scientific American	-151	10 National Wildlife	n/a
Total	4,947			Total	363		

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 Scientific American	14,898	1 Science Digest	49.1	1 Discover	2,248	1 Scientific American	104
2 Omni	14,668	2 Spectrum Magazine	37.4	2 Omni	2,024	2 Audubon	103
3 Discover	11,827	3 Natural History	34.7	3 Science Digest	1,593	3 Omni	95
4 Science 83	6,876	4 Audubon	26.7	4 Science 83	1,218	4 Science Digest	83
5 Psychology Today	5,450	5 Discover	23.5	5 Spectrum Magazine	1,209	5 Spectrum Magazine	80
6 Science Digest	4,836	6 Science 83	21.5	6 Natural History	1,011	6 Science 83	69
7 Spectrum Magazine	4,444	7 Omni	16.0	7 Audubon	320	7 Psychology Today	64
8 Natural History	3,921	8 National Wildlife	n/a	8 National Wildlife	n/a	8 Discover	61
9 Audubon	1,520	9 Scientific American	-6.8	9 Scientific American	-1,088	9 Natural History	58
10 National Wildlife	0	10 Psychology Today	-38.9	10 Psychology Today	-3,474	10 National Wildlife	ne
Total	68,440			Total	5,061		

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
1 Discover	918,330	1 Omni	9.2	1 Omni	68,864	1 Omni	435,848
2 Psychology Today	882,951	2 Spectrum Magazine	9.0	2 Discover	64,778	2 Science Digest	211,157
3 Omni	813,847	3 Discover	7.6	3 National Wildlife	23,750	3 Scientific American	135,863
4 National Wildlife	745,000	4 National Wildlife	3.3	4 Spectrum Magazine	19,047	4 Discover	128,337
5 Science 83	716,382	5 Audubon	3.2	5 Natural History	14,641	5 Science 83	79,747
6 Scientific American	665,409	6 Natural History	3.1	6 Audubon	11,942	6 Psychology Today	78,664
7 Science Digest	543,614	7 Science 83	-1.2	7 Science Digest	-8,395	7 Natural History	7,920
8 Natural History	479,620	8 Science Digest	-1.5	8 Science 83	-8,995	8 Audubon	5,375
9 Audubon	379,552	9 Scientific American	-6.2	9 Scientific American	-44,145	9 National Wildlife	0
10 Spectrum Magazine	230,803	10 Psychology Today	-25.0	10 Psychology Today	-293,833	10 Spectrum Magazine	0
Total	6,375,508			Total	-152,346	Total	1,082,911

n/a = not applicable
ne = not estimated

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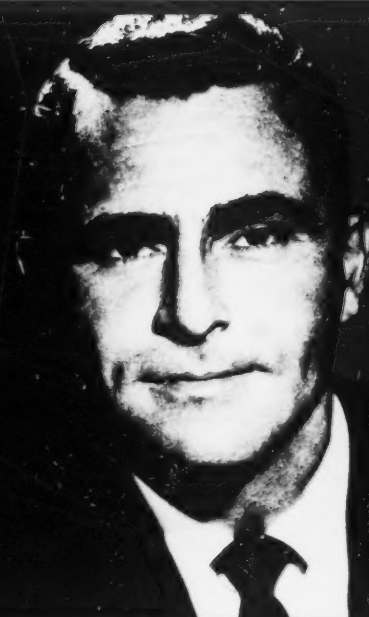
Intrigued and excited by the likes of Stephen King, Harlan Ellison, and our own Editor in Chief T.E.D. Klein, more than 50,000 new science fiction, fantasy, and horror fans discovered us in the last year alone!

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800 Second Avenue, New York, N.Y. 10017
212/986-9600

*Initial ABC Statement Due Summer 1984



Science & Nature (continued)

Total Revenue (ad rev. + circ. rev.)	
	(\$000)
1 Omni	36,276
2 Scientific American	31,578
3 Discover	30,451
4 Science 83	16,553
5 Psychology Today	16,331
6 Science Digest	14,195
7 Natural History	11,210
8 National Wildlife	7,823
9 Audubon	7,604
10 Spectrum Magazine	6,267
Total	178,288

% Chg. Total Revenue (1982/1983)	
	(%)
1 Spectrum Magazine	33.0
2 Discover	13.9
3 Natural History	11.5
4 Science Digest	9.7
5 Omni	9.0
6 Science 83	8.9
7 National Wildlife	7.8
8 Audubon	7.2
9 Scientific American	1.4
10 Psychology Today	-18.8

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Scientific American	167
2 Spectrum Magazine	165
3 Omni	163
4 Audubon	139
5 Science Digest	119
6 Science 83	110
7 Discover	103
8 Natural History	97
9 Psychology Today	90
10 National Wildlife	ne

% Chg. News. Circ. (1982/1983)	
	(%)
1 Audubon	16.8
2 Science 83	3.7
3 National Wildlife	n/a
4 Spectrum Magazine	n/a
5 Discover	-1.2
6 Science Digest	-10.9
7 Omni	-14.2
8 Scientific American	-15.0
9 Psychology Today	-27.4
10 Natural History	-58.8

Avg. Subscrip. Circ.	
1 Psychology Today	804,287
2 Discover	789,993
3 National Wildlife	745,000
4 Science 83	636,635
5 Scientific American	529,546
6 Natural History	471,700
7 Omni	377,999
8 Audubon	374,177
9 Science Digest	332,458
10 Spectrum Magazine	221,189
Total	5,282,984

% Chg. Sub. Circ. (1982/1983)	
	(%)
1 Omni	59.6
2 Discover	9.2
3 Spectrum Magazine	8.9
4 Natural History	5.8
5 Science Digest	5.6
6 National Wildlife	3.3
7 Audubon	3.1
8 Science 83	-1.8
9 Scientific American	-3.7
10 Psychology Today	-24.7

Net Chg. Sub. Circ. (1982/1983)	
	(Subs.)
1 Omni	141,172
2 Discover	66,389
3 Natural History	25,956
4 National Wildlife	23,750
5 Spectrum Magazine	18,113
6 Science Digest	17,487
7 Audubon	11,169
8 Science 83	-11,813
9 Scientific American	-20,188
10 Psychology Today	-264,170
Total	7,865

Net Chg. Newst. Circ. (1982/1983)	
1 Science 83	2,819
2 Audubon	773
3 National Wildlife	n/a
4 Spectrum Magazine	n/a
5 Discover	-1,611
6 Natural History	-11,316
7 Scientific American	-23,958
8 Science Digest	-25,882
9 Psychology Today	-29,663
10 Omni	-72,308
Total	-161,146

Subscription Revenue (\$000)	
1 Discover	15,544
2 Scientific American	12,604
3 Psychology Today	9,040
4 Omni	8,533
5 Science 83	8,082
6 National Wildlife	7,823
7 Natural History	7,076
8 Audubon	5,987
9 Science Digest	4,291
10 Spectrum Magazine	1,823
Total	80,803

% Chg. Sub. Revenue (1982/1983)	
	(%)
1 Omni	58.1
2 Spectrum Magazine	23.4
3 Scientific American	12.1
4 Discover	10.7
5 National Wildlife	7.8
6 Science Digest	7.2
7 Natural History	5.8
8 Audubon	3.1
9 Science 83	0.9
10 Psychology Today	-2.0

Newsstand Revenue (\$000)	
1 Omni	13,075
2 Science Digest	5,068
3 Scientific American	4,076
4 Discover	3,080
5 Psychology Today	1,841
6 Science 83	1,595
7 Natural History	214
8 Audubon	97
9 National Wildlife	0
10 Spectrum Magazine	0
Total	29,046

% Chg. Newst. Rev. (1982/1983)	
	(%)
1 Audubon	16.8
2 Scientific American	4.2
3 Science 83	3.6
4 National Wildlife	n/a
5 Spectrum Magazine	n/a
6 Discover	-1.2
7 Psychology Today	-6.4
8 Science Digest	-10.9
9 Omni	-14.2
10 Natural History	-53.7

n/a = not applicable
ne = not estimated

THE TWILIGHT ZONE MAGAZINE

Magazine Profiles

Audubon

The National Audubon Society
950 Third Avenue
New York, NY 10022
(212) 832-3200
Year founded: 1898
Published: 6x per year

Publisher: Russell W. Peterson
Advertising Director: Robert F. Sennott
Other key contacts: Julian J. Orbon, Advertising Manager

Editorial Description: Audubon is edited for people interested in nature, conservation, the outdoors and an uncontaminated environment. Articles and photographic essays cover subjects from exploration and despoliation of our natural resources to birds and other wildlife, plant life, and insects.

Member: ABC

Primary SRDS Classification No. 35

Discover

Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212) 841-4967
Year founded: 1980
Published: Monthly

Publisher: Carl Jaeger
Other key contacts: R. Timothy Leedy, Associate Publisher

Editorial Description: Discover, The Newsmagazine of Science, reports the important scientific and technological developments that affect our everyday lives. Astronomy to zoology, computers to cosmology, human behavior, medicine and physical fitness—Discover brings

science alive in words and graphics tailored to the educated layperson. The quick-close capability affords an editorial timeliness unmatched by any other magazine in the science field. Each issue captures scientific wonders, breakthroughs and personalities with the authority and perception that mark the Time Inc. tradition.

Member: ABC

Primary SRDS Classification No. 43

National Wildlife

National Wildlife Federation
8925 Leesburg Pike
Vienna, VA 22180
(703) 790-4000
Year founded: 1962
Published: 6x per year

Publisher: James D. Davis

Natural History

The Magazine of Natural Science

American Museum of Natural History
79th Street & Central Park West
New York, NY 10024
(212) 873-1498
Year founded: 1900
Published: Monthly

Publisher: L. Thomas Kelly
Advertising Director: Don Kamens

Editorial Description: Natural History is a journal of Scientific Research and a showcase for the world's great natural treasures. It provides a record of man's on-going quest to explore, map and understand his planet, its environment, its geography, its geology and that which lives or has ever lived upon it. Regular features include a "Naturalist At Large" column, astronomy column, natural foods column and book reviews.

Member: ABC

Primary SRDS Classification No. 43

Omni

Omni International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1977
Published: Monthly

Publisher: Robert Guccione
Advertising Director: Howard Plissner
Other key contacts: Kathy Keeton, President; Linda Newman, Associate Director Advertising; Sharon Scott, New York Regional Manager

Editorial Description: Omni magazine is designed for well-educated readers who are interested in all aspects of technology and of science, including science fact and fiction. It is the magazine of tomorrow, the magazine that shows readers the kind of future they will be living in. Omni uses the world's best science journalists, artists, photographers and fiction writers to show the future in words and pictures, in interviews, in-depth articles, graphics, illustrations, photographic essays, and stories. The format is about 75% science fact and 25% science fiction.

Member: ABC

Primary SRDS Classification No. 43

Psychology Today

The American Psychological Association
One Park Avenue/Suite 1111
New York, NY 10016
(212) 481-0200
Year founded: 1967
Published: Monthly

Publisher: Joseph Benjamin
Advertising Director: Jerry Firestone

Editorial Description: Psychology Today is edited for readers with particular interest in understanding, controlling, and predicting human behavior. As a forum for the exchange of new

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



"one out of many"

Honored by its peers on five different occasions over the last eight years, SPECTRUM won the coveted National Magazine Award in 1980 and 1983, and was named a finalist five times. This year, SPECTRUM's selection as a finalist for the magazine industry's most prestigious honor was for outstanding achievement in a single-topic issue entitled "Space 25," a much acclaimed assessment of NASA's 25 years in space.

Emerging with this honor from a field of distinguished publications that included *Fortune*, *Scientific American*, *U.S. News & World Report*, and *National Geographic* among the many notable entrants makes this achievement even more significant.

SPECTRUM is proud to have been singled-out for this special recognition once again. But even more so, we are equally proud to have fulfilled our editorial charter and commitment to our readers and advertisers alike.

REACHING READERS WHO CREATE TOMORROW. TODAY

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Spectrum is published by The Institute of Electrical and Electronics Engineers, Inc.

Science & Nature (continued)

ideas in psychology, the content of the magazine is organized into four areas: biology, high technology, the marketplace, and people. Longer articles are contained in a feature well; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. 22

Science Digest

Hearst Magazines
888 Seventh Avenue
New York, NY 10106
(212) 262-7540
Published: Monthly

Publisher: Thomas P. Losee, Jr.
Advertising Director: Sherwood Katsoff

Editorial Description: Science Digest is edited for educated laymen interested in science and technology. The past, present, and speculation as to the future of Man, his environment, and the universe in which he lives is presented in articles on such diverse subjects as: archaeology, acupuncture, ESP, brain chemistry, fiber optics, and the solar system. Scientists, journalists, photographers, and illustrators, working together, structure the material.

Member: ABC

Primary SRDS Classification No. 43

Science 83

American Association for the Advancement of Science
1101 Vermont Avenue, N.W.

Washington, DC 20005
(202) 842-9500

Year founded: 1979

Published: 10x per year

Publisher: Tod Herbers

Advertising Director: Marjorie Weiss

Editorial Description: Science 83 is designed for educated men and women eager to learn more about the complex web of science and technology that shapes our life today. It seeks to unify, demystify, and clarify science as it affects our everyday concerns. Every issue offers in-depth feature articles, regular columns, commentaries and concise reports plus photography, maps, graphic charts and illustrations.

Member: ABC, MPA

Primary SRDS Classification No. 43

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550

Year founded: 1845

Published: Monthly

Publisher: Gerard Piel

Advertising Director: John Kirby

Other key contacts: Dennis Flanagan, Editor

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news col-

umn and a book review section.

Member: BPA

Primary SRDS Classification No. 43

Spectrum Magazine

The Institute of Electrical & Electronics Engineers, Inc.
345 East 47th Street
New York, NY 10017
(212) 705-7760
Year founded: 1963
Published: Monthly

Publisher/Editor: Donald Christiansen

Advertising Director: William R. Saunders, Associate Publisher

Other key contacts: Hendrik V. Prins, Research Manager; Carl Maier, Business Manager

Editorial Description: Spectrum Magazine is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance in government, business, industry and education. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA, SMA

Primary SRDS Classification No. 43

CBS MAGAZINES PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

Are home computers useless?

by Thomas P. Losee, Jr.
Publisher, *Science Digest*

The way home computers have been marketed, one might think so. And consumers *must* think so. Which is a big reason why so many manufacturers are in a precarious state today.

Home computer companies have marketed a dramatically new and relatively expensive product without explaining, up front, what it can be used for. In the consumer's eyes, that amounts to a useless product.

Where's the information about using home computers for work ... financial planning ... record keeping? For word processing ... correspondence ... all-around personal growth?

Much hype, little help

And what about those consumers who *did* buy home computers? How many gave up on their machines when they found their instruction manuals contained little relevance to their daily lives? When they found their computer store—an off-the-shelf, discount operation—was all hype before the sale and no help after?

They became dissatisfied customers. Who are, of course, much more damaging to an industry than no customers at all.



The imperative: teaching

We at *Science Digest* believe that home computer marketing has neglected to fulfill one crucial obligation: teaching. It hasn't answered the one basic question every consumer asks before he/she buys a product: "Why do I need it?"

In today's segmented marketplace, there's no single way to answer that question. But the job can be done.

Leader in computer editorial

Science Digest, for example, is doing that job with expansive coverage of computers. We average almost three times as many editorial pages on computers—hardware and software—as do other

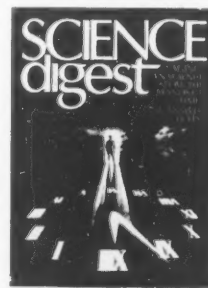
science magazines.* And that coverage emphasizes how computers relate to readers' everyday lives.

We encourage you to adopt similar approaches in your home computer marketing. And we invite your advertising in *Science Digest*. Because here you'll get a compatible editorial formula that will dynamically reinforce your message.

Let's join forces in informing consumers that home computers are indeed useful—if not invaluable. You're invited to call me, Tom Losee, at (212) 262-7542.

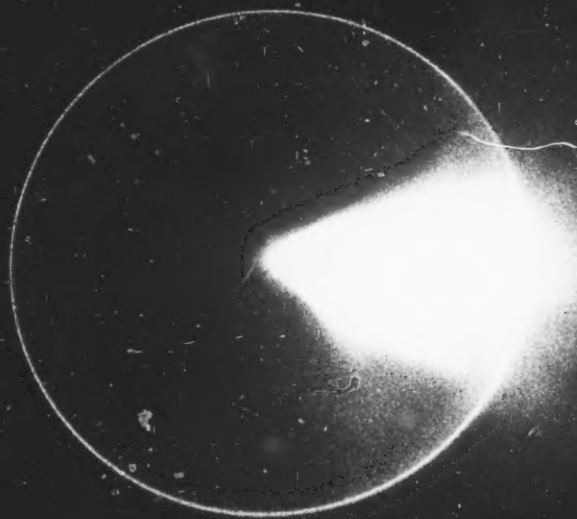
(This is one in a series of articles on home computer marketing by the staff of *Science Digest*.)

*Hall's Magazine Reports: An Analysis of the Editorial Content of *Science Digest*, *Discover*, *Science* '83



**Expanding
the frontiers
of science
magazines.**

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MAN DOES NOT LIVE BY TECHNOLOGY ALONE

Creativity. Ingenuity. Curiosity. The spirit behind man's most sophisticated technologies. The spirit of OMNI Magazine.

In 1978, OMNI began a revolution in publishing with a magazine devoted not just to technology, but to the collaboration between imagination and intellect that makes progress possible...and inevitable.

Today, OMNI is recognized as the most innovative magazine in the world, with an audience of nearly 5 million affluent, intelligent men and women who share an interest in technology. Robotics. Space science. The arts. Contemporary culture, fiction, nutrition, medicine, ecology and the future.

Together, OMNI readers form the ideal market for innovative products in every category. Because even the world's most forward-thinking consumers don't live by technology alone. For more information contact Howard Plissner. Tel: (212) 496-6100.

OMNI

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

**GENERAL INTEREST BOOKS DOMINATE
REVENUE AND CIRCULATION STATS...**

With 52% of market's total revenue, circulation champ *Sports Illustrated* also leads league in ad and circulation dollars.

The Sporting News, runner-up in total circulation dollars, has biggest overall circulation boost vs. '82.

Sport logs 3rd biggest circulation with help from market-leading newsstand circ.

**BUT SPECIAL INTEREST MAGAZINES
COME ON STRONG...**

Outside scores growth hat trick, leading market in ad pages, ad revenues and total revenues vs. '82.

Bicycling breaks away with top newsstand sales growth.

Circulation runner-up *Golf Digest* also has market's 2nd most total revenues and ad revenues.

Runner's World has 2nd largest newsstand circulation and newsstand revenue growth.

Tennis nets 2nd best ad page hike vs. year ago.

**AND MARKET ROOKIES MAKE
OUTSTANDING AD PAGE PLAYS...**

Yachting cruises into market with 2nd most ad pages.

Folio:400 newcomer *Cruising World* anchors with 3rd highest ad page count.

"They stepped to
a promising nook in
the river bank
and threw in their
lines, almost
immediately they
had reward"



— Mark Twain

To be "classic" is to be outstanding — a model for others to follow.

The B.A.S.S. Publications family of sports magazines are recognized leaders in the outdoor market. BASSMASTER, SOUTHERN OUTDOORS and the BASS CLASSIC REPORT attract responsive consumers with editorial excellence from cover to cover. They deliver the

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Mark Twain's classic tale tells of two Mississippi boys fishing from a river bank with cane poles in hand. While the sport of fishing has come a long way since then, the goal is the same — the reward.

A targeted national circulation of more than 400,000 via BASSMAS-

TER and a regional circulation of 220,000 via SOUTHERN OUTDOORS make these the best media buys in the industry. Limitless opportunities are afforded our advertisers through the sponsorship of sporting events, participation in renewal programs, consumer shows and more.

B.A.S.S. Publications has quite a story to tell — one that will have lasting significance for

you . . . one that will bring you reward. Call a sales representative today and find out how B.A.S.S. Publications has earned the respect of the sports magazine industry.

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BASSMASTER/SOUTHERN OUTDOORS/BASS CLASSIC REPORT
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Sports

Ad Pages

1 Sports Illustrated	2,761
2 Yachting	1,800
3 Cruising World	1,687
4 Motor Boating & Sailg.	1,599
5 Sail	1,415
6 Boating	1,342
7 Golf Digest	1,059
8 Tennis	924
9 Bicycling	897
10 Skiing	883
11 Skin Diver	865
12 Golf Magazine	775
13 Ski	764
14 The Sporting News	647
15 World Tennis	599
16 Runner's World	593
17 Outside	481
18 Sport	459
19 Bassmaster Magazine	418
Total	19,968

% Chg. Ad Pages (1982/1983)

1 Outside	25.9
2 Tennis	21.8
3 Golf Digest	20.4
4 Bicycling	17.8
5 World Tennis	12.6
6 Skiing	12.2
7 Motor Boating & Sailg.	11.5
8 Skin Diver	10.4
9 Runner's World	7.0
10 Boating	6.5
11 Ski	6.4
12 Sport	2.4
13 Sports Illustrated	2.1
14 Cruising World	ne
15 Golf Magazine	-1.1
16 The Sporting News	-3.1
17 Bassmaster Magazine	-5.0
18 Yachting	-5.9
19 Sail	-8.8

Net Chg. Ad Pages (1982/1983)

1 Golf Digest	180
2 Motor Boating & Sailg.	165
3 Tennis	165
4 Bicycling	136
5 Outside	99
6 Skiing	96
7 Boating	82
8 Skin Diver	81
9 World Tennis	67
10 Sports Illustrated	56
11 Ski	46
12 Runner's World	39
13 Sport	11
14 Cruising World	ne
15 Golf Magazine	-9
16 The Sporting News	-21
17 Bassmaster Magazine	-22
18 Yachting	-112
19 Sail	-136
Total	923

Avg. Ad Pages/Copy

1 Yachting	150
2 Cruising World	141
3 Motor Boating & Sailg.	133
4 Skiing	126
5 Sail	118
6 Boating	112
7 Ski	109
8 Bicycling	100
9 Golf Digest	88
10 Tennis	77
11 Skin Diver	72
12 Golf Magazine	65
13 Outside	53
14 Bassmaster Magazine	52
15 Sports Illustrated	52
16 World Tennis	50
17 Runner's World	46
18 Sport	38
19 The Sporting News	12

Ad Revenue (\$000)

1 Sports Illustrated	188,222
2 Golf Digest	28,359
3 Golf Magazine	13,872
4 Tennis	11,956
5 Skiing	10,988
6 Ski	10,522
7 Sport	8,670
8 Boating	8,559
9 Sail	8,361
10 Yachting	7,906
11 The Sporting News	7,284
12 World Tennis	6,635
13 Motor Boating & Sailg.	6,300
14 Skin Diver	5,136
15 Runner's World	5,125
16 Bicycling	4,379
17 Bassmaster Magazine	4,109
18 Cruising World	3,585
19 Outside	3,448
Total	343,416

% Chg. Ad Revenue (1982/1983)

1 Outside	44.3
2 Golf Digest	37.4
3 Tennis	33.8
4 Bicycling	31.2
5 The Sporting News	27.7
6 Runner's World	25.9
7 Skin Diver	21.9
8 Motor Boating & Sailg.	18.9
9 World Tennis	17.8
10 Boating	16.9
11 Sport	16.6
12 Skiing	16.0
13 Sports Illustrated	15.6
14 Ski	14.7
15 Yachting	7.1
16 Golf Magazine	3.6
17 Bassmaster Magazine	3.3
18 Cruising World	ne
19 Sail	-5.0

Net Chg. Ad Revenue (1982/1983)

1 Sports Illustrated	25,335
2 Golf Digest	7,712
3 Tennis	3,017
4 The Sporting News	1,582
5 Skiing	1,516
6 Ski	1,346
7 Boating	1,237
8 Sport	1,234
9 Outside	1,059
10 Runner's World	1,055
11 Bicycling	1,041
12 World Tennis	1,005
13 Motor Boating & Sailg.	1,000
14 Skin Diver	923
15 Yachting	526
16 Golf Magazine	487
17 Bassmaster Magazine	130
18 Cruising World	ne
19 Sail	-439
Total	49,766

Avg. Edit. Pgs./Copy

1 Runner's World	117
2 Ski	95
3 Cruising World	93
4 Yachting	89
5 Skiing	84
6 Golf Digest	81
7 Bicycling	78
8 Boating	78
9 Sail	77
10 Motor Boating & Sailg.	69
11 Tennis	68
12 Bassmaster Magazine	62
13 Golf Magazine	62
14 Outside	60
15 Skin Diver	59
16 Sports Illustrated	59
17 The Sporting News	42
18 Sport	ne
19 World Tennis	ne

n/a = not applicable
ne = not estimated

Magazine Profiles

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36141
(205) 272-9530
Year founded: 1967
Published: 8x per year

Publisher: Ray Scott
Advertising Director: Glenn Harper
Other key contacts: Helen Sevier, Associate Publisher

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories. Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament reports, and a Tackle Report with expert's advice

on new products are regular features.

Member: ABC

Primary SRDS Classification No. 19

Bicycling

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979

Published: 9x per year

Publisher: James C. McCullagh
Advertising Director: Sanford T. Beldon
Other key contacts: Marcia Godelesky, Advertising Manager

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.

Member: ABC membership applied for
Primary SRDS Classification No. 45

Boating

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 725-3985
Year founded: 1956
Published: 12x per year

Publisher: J. Samuel Huey
Advertising Director: Robert E. Berg

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC
Primary SRDS Classification No. 6

(continued)

Sports (continued)

Average Circulation

1 Sports Illustrated	2,476,147
2 Golf Digest	1,153,615
3 Sport	935,456
4 Golf Magazine	756,500
5 The Sporting News	586,039
6 Tennis	502,000
7 Skiing	428,174
8 Ski	421,032
9 Bassmaster Magazine	397,367
10 World Tennis	385,784
11 Runner's World	381,818
12 Bicycling	231,761
13 Outside	215,072
14 Skin Diver	196,906
15 Boating	186,071
16 Sail	174,788
17 Yachting	150,994
18 Motor Boating & Sailg.	142,094
19 Cruising World	112,951
Total	9,834,569

% Chg. Avg. Circ. (1982/1983)

	(%)
1 The Sporting News	18.5
2 Bicycling	10.2
3 Golf Digest	10.2
4 Yachting	5.9
5 Tennis	5.7
6 Boating	5.3
7 Motor Boating & Sailg.	5.0
8 Bassmaster Magazine	4.8
9 Skiing	4.0
10 Sport	3.4
11 Runner's World	2.9
12 Sports Illustrated	2.9
13 World Tennis	2.0
14 Ski	1.3
15 Outside	0.6
16 Cruising World	ne
17 Golf Magazine	-0.5
18 Skin Diver	-1.0
19 Sail	-1.3

Net Chg. Avg. Circ. (1982/1983)

1 Golf Digest	106,325
2 The Sporting News	91,614
3 Sports Illustrated	70,110
4 Sport	30,831
5 Tennis	27,087
6 Bicycling	21,503
7 Bassmaster Magazine	18,111
8 Skiing	16,501
9 Runner's World	10,669
10 Boating	9,440
11 Yachting	8,385
12 World Tennis	7,484
13 Motor Boating & Sailg.	6,785
14 Ski	5,305
15 Outside	1,256
16 Cruising World	ne
17 Skin Diver	-2,054
18 Sail	-2,241
19 Golf Magazine	-4,081
Total	423,030

Avg. Newsstand Circ.

1 Sport	166,400
2 Runner's World	130,017
3 Sports Illustrated	100,793
4 Golf Digest	99,168
5 Skiing	93,531
6 Golf Magazine	83,926
7 Ski	83,744
8 Bicycling	74,135
9 Outside	68,932
10 The Sporting News	68,685
11 Sail	58,029
12 Yachting	53,098
13 Boating	50,561
14 Tennis	47,960
15 Motor Boating & Sailg.	33,828
16 Cruising World	33,701
17 World Tennis	29,066
18 Skin Diver	28,808
19 Bassmaster Magazine	20,054
Total	1,324,436

Total Revenue (ad rev. + circ. rev.)

	(\$000)
1 Sports Illustrated	283,860
2 Golf Digest	42,965
3 The Sporting News	31,275
4 Golf Magazine	22,608
5 Sport	19,935
6 Tennis	16,780
7 Skiing	14,683
8 Ski	14,091
9 Runner's World	12,784
10 Sail	12,546
11 Boating	11,626
12 Yachting	10,968
13 World Tennis	10,234
14 Motor Boating & Sailg.	8,243
15 Bassmaster Magazine	8,203
16 Bicycling	8,038
17 Skin Diver	7,083
18 Outside	6,470
19 Cruising World	5,928
Total	548,320

% Chg. Total Revenue (1982/1983)

	(%)
1 Outside	34.3
2 The Sporting News	33.4
3 Golf Digest	29.8
4 Bicycling	25.6
5 Tennis	21.7
6 Skin Diver	16.5
7 Runner's World	16.2
8 Ski	15.3
9 Sports Illustrated	15.3
10 Motor Boating & Sailg.	14.8
11 Boating	14.1
12 Sport	14.1
13 Skiing	12.5
14 World Tennis	11.4
15 Yachting	6.8
16 Golf Magazine	6.0
17 Bassmaster Magazine	3.9
18 Cruising World	ne
19 Sail	-1.4

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Yachting	239
2 Cruising World	234
3 Skiing	211
4 Ski	204
5 Motor Boating & Sailg.	202
6 Sail	195
7 Boating	190
8 Bicycling	177
9 Golf Digest	169
10 Runner's World	162
11 Tennis	145
12 Skin Diver	131
13 Golf Magazine	127
14 Bassmaster Magazine	114
15 Outside	113
16 Sports Illustrated	111
17 The Sporting News	54
18 Sport	ne
19 World Tennis	ne

% Chg. News. Circ. (1982/1983)

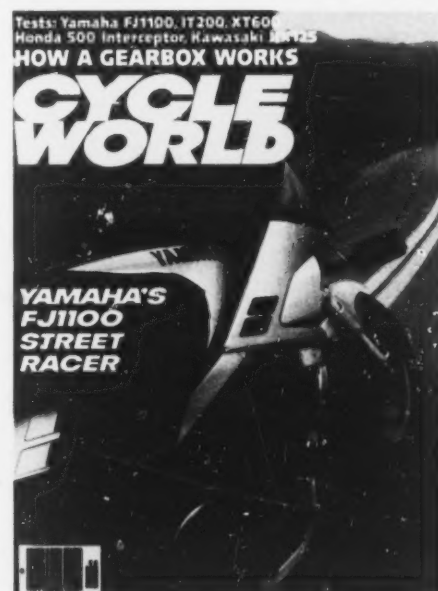
	(%)
1 Bicycling	12.0
2 World Tennis	6.9
3 Sports Illustrated	6.3
4 Boating	5.3
5 Yachting	4.8
6 Golf Digest	4.6
7 Runner's World	4.3
8 Skiing	2.7
9 Golf Magazine	1.3
10 Cruising World	ne
11 Motor Boating & Sailg.	-0.4
12 Sail	-2.4
13 Ski	-3.0
14 Bassmaster Magazine	-3.3
15 The Sporting News	-5.3
16 Sport	-5.5
17 Outside	-5.9
18 Tennis	-10.5
19 Skin Diver	-15.6

n/a = not applicable
ne = not estimated

CBS MAGAZINES

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WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED
ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



Sports (continued)

Avg. Subscrip. CIRC.	
1 Sports Illustrated	2,375,354
2 Golf Digest	1,054,447
3 Sport	769,056
4 Golf Magazine	672,575
5 The Sporting News	517,354
6 Tennis	454,041
7 Bassmaster Magazine	377,314
8 World Tennis	356,718
9 Ski	337,288
10 Skiing	334,643
11 Runner's World	251,801
12 Skin Diver	168,099
13 Bicycling	157,626
14 Outside	146,140
15 Boating	135,510
16 Sail	116,759
17 Motor Boating & Sailg.	108,266
18 Yachting	97,896
19 Cruising World	79,250
Total	8,510,137

% Chg. Sub. CIRC.	(%)
1 The Sporting News	22.6
2 Golf Digest	10.7
3 Bicycling	9.4
4 Tennis	7.8
5 Motor Boating & Sailg.	6.8
6 Yachting	6.5
7 Sport	5.6
8 Boating	5.3
9 Bassmaster Magazine	5.2
10 Skiing	4.4
11 Outside	4.0
12 Sports Illustrated	2.8
13 Ski	2.4
14 Runner's World	2.1
15 Skin Diver	2.0
16 World Tennis	1.6
17 Cruising World	ne
18 Sail	-0.7
19 Golf Magazine	-0.8

Net Chg. Sub. CIRC.	(Subs.)
1 Golf Digest	101,990
2 The Sporting News	95,481
3 Sports Illustrated	64,127
4 Sport	40,492
5 Tennis	32,743
6 Bassmaster Magazine	18,792
7 Skiing	14,085
8 Bicycling	13,552
9 Ski	7,920
10 Motor Boating & Sailg.	6,921
11 Boating	6,879
12 Yachting	5,974
13 World Tennis	5,617
14 Outside	5,601
15 Runner's World	5,266
16 Skin Diver	3,279
17 Cruising World	ne
18 Sail	-803
19 Golf Magazine	-5,195
Total	422,721

Net Chg. Newst. CIRC.	(1982/1983)
1 Bicycling	7,950
2 Sports Illustrated	5,983
3 Runner's World	5,404
4 Golf Digest	4,334
5 Boating	2,561
6 Skiing	2,416
7 Yachting	2,411
8 World Tennis	1,867
9 Golf Magazine	1,114
10 Cruising World	ne
11 Motor Boating & Sailg.	-137
12 Bassmaster Magazine	-681
13 Sail	-1,438
14 Ski	-2,615
15 The Sporting News	-3,868
16 Outside	-4,346
17 Skin Diver	-5,333
18 Tennis	-5,656
19 Sport	-9,661
Total	305

Subscription Revenue	(\$000)
1 Sports Illustrated	86,289
2 The Sporting News	18,634
3 Golf Digest	12,573
4 Sport	7,563
5 Golf Magazine	6,983
6 Runner's World	4,074
7 Tennis	3,817
8 Bassmaster Magazine	3,773
9 World Tennis	2,989
10 Skiing	2,576
11 Ski	2,543
12 Sail	2,444
13 Bicycling	2,325
14 Outside	1,812
15 Boating	1,779
16 Yachting	1,762
17 Cruising World	1,416
18 Skin Diver	1,256
19 Motor Boating & Sailg.	1,063
Total	165,671

% Chg. Sub. Revenue	(%)
1 The Sporting News	54.3
2 Outside	41.2
3 Bicycling	24.4
4 Ski	19.2
5 Golf Digest	17.6
6 Sports Illustrated	14.0
7 Sport	10.1
8 Skin Diver	9.0
9 Golf Magazine	8.8
10 Yachting	6.9
11 Motor Boating & Sailg.	6.7
12 Sail	5.5
13 Boating	5.3
14 Bassmaster Magazine	5.2
15 Skiing	3.5
16 Runner's World	3.3
17 Tennis	0.7
18 World Tennis	0.2
19 Cruising World	ne

Newsstand Revenue	(\$000)
1 Sports Illustrated	9,349
2 The Sporting News	5,357
3 Sport	3,702
4 Runner's World	3,585
5 Golf Digest	2,033
6 Golf Magazine	1,752
7 Sail	1,741
8 Bicycling	1,334
9 Yachting	1,300
10 Boating	1,289
11 Outside	1,210
12 Skiing	1,120
13 Ski	1,026
14 Tennis	1,007
15 Cruising World	927
16 Motor Boating & Sailg.	881
17 Skin Diver	691
18 World Tennis	610
19 Bassmaster Magazine	321
Total	39,235

% Chg. Newst. Rev.	(%)
1 Sports Illustrated	23.6
2 Runner's World	19.8
3 Sport	16.8
4 Golf Digest	16.0
5 Golf Magazine	14.7
6 Ski	13.1
7 Bicycling	12.0
8 Boating	9.6
9 Sail	8.4
10 World Tennis	6.9
11 Outside	5.8
12 Yachting	4.7
13 Skiing	2.7
14 Cruising World	ne
15 Motor Boating & Sailg.	-0.4
16 Bassmaster Magazine	-3.4
17 Skin Diver	-3.6
18 Tennis	-4.9
19 The Sporting News	-5.3

n/a = not applicable
ne = not estimated

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Publisher: Murray L. Davis
Advertising Director: Donald Thompson
Other key contacts: George Day, Editor; William Roche, Art Director; Margo Waite, Associate Publisher

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC

Primary SRDS Classification No. 6

Golf Digest

Golf Digest/Tennis, Inc.
495 Westport Avenue
Norwalk, CT 06856
(203) 847-5811
Year founded: 1950
Published: Monthly

Publisher: Jay FitzGerald
Advertising Director: Win Stevens
Other key contacts: Craig Russell, New York Sales Manager

Editorial Description: Golf Digest is edited for golfers, from beginners to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC, MPA

Primary SRDS Classification No. 45

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1959
Published: Monthly

Publisher: James L. Turner
Advertising Director: A. Potter Crolius
Other key contacts: Ronald D. Riemer, Advertising Director; Golf Equipment

Editorial Description: Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 33% of the total is devoted to instruction, with staff written material as well as contributions from the game's most skilled players. Regular monthly departments include "What's inside" by George Peper, "Head-to-Head," "Ask The Pros," "Hotline," "Champs Clinic" and "Pro Pointers" by teaching professionals. In addition, articles on golf resorts, travel opportunities, fairway fashions, profiles of the game's leading personalities, previews of major tournaments, book reviews, humor, commentary make up the balance.

Member: ABC

Primary SRDS Classification No. 45

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1907
Published: 12x per year

Publisher: Robert J. O'Connor
Advertising Director: David B. Fales

Editorial Description: Motor Boating & Sailing is edited for owners of powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC

Primary SRDS Classification No. 6

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990
Year founded: 1976
Published: Monthly

Publisher: Lawrence J. Burke
Advertising Director: Anne Clemmer
Other key contacts: Richard Hebard, Associate Publisher

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photog-

raphy, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC, MPA

Primary SRDS Classification No. 8B

Runner's World

Runner's World Magazine Co., Inc.
1400 Stierlin Road
Mountain View, CA 94043
(415) 965-8777
Year founded: 1966
Published: 13x per year

Publisher: Bob Anderson
Advertising Director: Derek Clayton

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC

Primary SRDS Classification No. 45

Sail

Sail Publications, Inc.
34 Commercial Wharf
Boston, MA 02110
(617) 227-0888
Year founded: 1970
Published: Monthly

Publisher: Donald A. Macaulay

Editorial Description: Sail is edited for the U.S. sailing community—some expert, others beginners actively involved in the development of their sailing skills. Feature articles are written on subjects such as hull and sail design, rigging, tuning, sail trimming, spinnaker handling, wind conditions, etc. Regular departments include boat and equipment design commentary, new boat and new product news and columns on day-sailing, MORC, cruising and ocean racing.

Member: ABC

Primary SRDS Classification No. 6

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1936
Published: 8x per year (as of 1984)

Publisher: George Bauer
Advertising Director: Peter J. Pell

Editorial Description: Ski magazine is edited for the ski enthusiasts of the world, with attention given to editorial fare for both the new skier as well as the expert. Instruction and technique articles are prepared by American ski instructors. Travel articles and photo themes feature color photography. Personality profiles cover racers, coaches, celebrities and skiers. Adventure stories in the high mountains. Consumer advice articles on what's new in equipment. Humorous articles and cartoons. Regional reports from international staff of correspondents, plus ski film and book reviews, fashion, shopper items, question-and-answer columns for readers on instruction, equipment repair.

Member: ABC

Primary SRDS Classification No. 45



PLAYBOY:
Quality on Tap.

PLAYBOY men drink 21% of all imported beer consumed by men in the United States.

**Nobody knows men
better than PLAYBOY.**

Source: MRI, Spring 1984. © 1984 by Playboy

Sports (continued)

Skiing

Ziff-Davis Publishing Co.
One Park Avenue
New York, NY 10016
(212) 725-3800
Year founded: 1948
Published: 7x per year

Publisher: Henry A. Kaiser
Advertising Director: James Flynn

Editorial Description: Skiing is edited for the active skier—the beginning as well as the experienced skier who is interested in learning about the sport, its equipment, and its technique. Regular articles cover the latest in ski fashion, new and improved equipment, competition results, skiing personalities, and general news of people and places. Reports on the world's great ski areas are featured, with particular emphasis on unique photographic exposition. Ski technique is explained by professional ski instructors, and a section of instructional drawings and tips is a regular feature.

Member: ABC

Primary SRDS Classification No. 45

Skin Diver

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1951
Published: Monthly

Publisher: Paul Tzimoulis
Advertising Director: Floyd Sembler, Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: James J. Rainsford, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: Skin Diver Magazine is devoted to the underwater world of recreational diving, industry, science and technology. The editorial format is designed to satisfy the novice, intermediate and expert diver and covers underwater activities including snorkeling, skin diving, scuba diving, commercial diving, and deep sea research. Regular monthly features include a diverse range of interests—underwater photography, boating, shipwreck exploration, undersea science, and recreational tourism. In addition to the consumer readership, the magazine serves the sporting goods trade with news about retail dive shops, new products, and technological developments. Underwater research and development by government and private industry is also regularly covered.

Member: ABC

Primary SRDS Classification No. 45

Sport

Sports Media Corporation
119 West 40th Street
New York, NY 10015
(212) 869-4700
Year founded: 1946
Published: Monthly

Publisher: Don Hanrahan
Other key contacts: Tom Brown, Associate Publisher; Jack Spivy, Associate Publisher, David Bauer, Editor

Editorial Description: Sport is edited for the sports fan. It is a guide to the month's major professional sporting events. Sport previews and predicts. It profiles major personalities, picks the season's winners and losers, gives tips based on past performances, and delivers commentary on sporting trends. Regular departments include the monthly interview with a sports personality, the upfront Sporttalk section, the Sport Quiz, and the back page Finish Line feature.

Member: ABC

Primary SRDS Classification No. 45

The Sporting News

The Sporting News Publishing Co.
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Publisher: Richard Waters, President
Advertising Director: Kent Valandra
Other key contacts: Edward C. Campbell, Midwest Advertising Manager; Steven Card, Advertising Services Manager

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC

Primary SRDS Classification No. 36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: Weekly (except semi-weekly during a week in February and a week in September, also two issues combined at year-end)

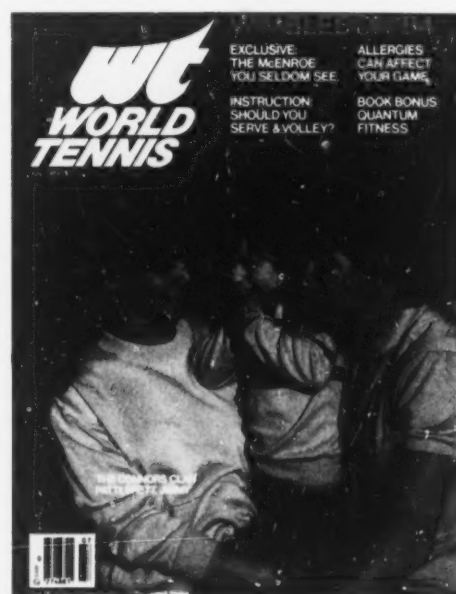
Publisher: Robert L. Miller
Advertising Director: Donald J. Barr
Other key contacts: Ann S. Moore, General Manager; E. Bruce Hallett, Business Manager; Robert D. McCoach, Circulation Director; Thomas J. Hickey, Advertising Sales Manager

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED
ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC

Primary SRDS Classification No. 36A

Tennis Magazine of the Racquet Sports

Golf Digest/Tennis, Inc.
495 Westport Avenue
Norwalk, CT 06856
(203) 847-5811
Year founded: 1965
Published: Monthly

Publisher: Howard R. Gill, Jr.
Advertising Director: Mark Adorney, Vice President Advertising/Associate Publisher
Other key contacts: Sandy Landsman, Associate Advertising Director; Jeff Paro, New York Sales Manager

Editorial Description: Tennis magazine is for active tennis players at various levels and ages. Each issue contains features on playing instruction, the mental side of tennis, tips, and equipment, fitness and travel to tennis camps and

resorts. Tennis covers the professional game with player profiles, tournament previews, professional circuit results and photo features. Monthly columns address issues at both the professional and grass-roots levels of the game. Departments include news of people in and around tennis, tournament schedules and upcoming tennis telecasts. The February Annual issue contains professional and amateur results from the previous year, historical tournament records and other statistics. Special sections about U.S. Open, TV Tennis Guides and regional travel appear regularly.

Member: ABC, MPA

Primary SRDS Classification No. 45

World Tennis

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Published: Monthly

Publisher: Francis X. Dealy, Jr.
Advertising Director: Todd L. Boersma
Other key contacts: Robert T. Fitzpatrick, Marketing Research Director

Editorial Description: World Tennis is edited for tennis enthusiasts at all skill levels. Each issue contains in depth instruction, articles, feature stories on the leading players, scientific research results of equipment testing, as well as special features on fitness, equipment, tennis apparel, indoor tennis facilities, major tournaments and their complete results. For travel-minded tennis players, regional vacation guides along with the

regular travel column cover the whys and where-tos of tennis resorts and tennis camps. Features include reporting of major tennis events.

Member: ABC

Primary SRDS Classification No. 45

Yachting

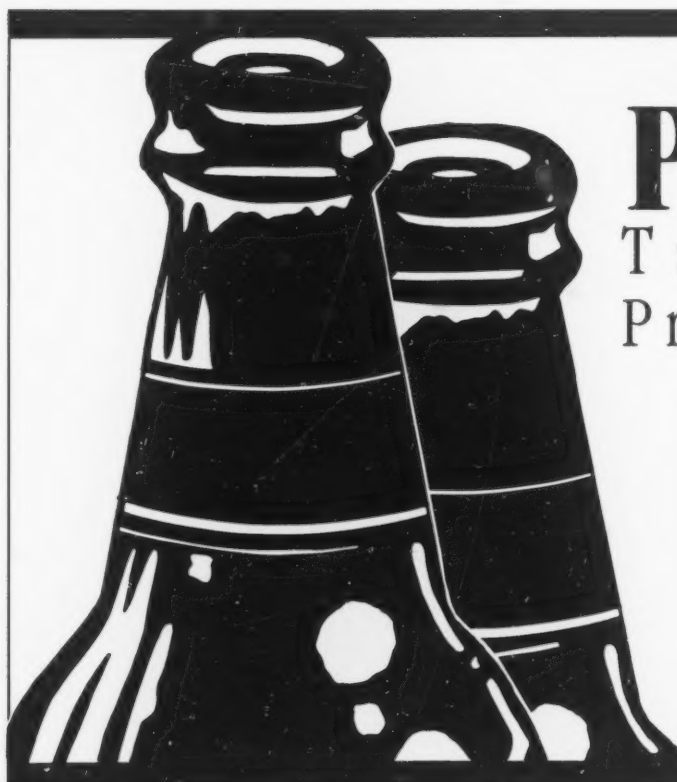
Ziff-Davis Publishing Company
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: 12x per year

Publisher: Edward D. Muhlfeld
Other key contacts: Alexander Armentrout, Associate Publisher

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. 6



PLAYBOY:

Tapping the Premium Males.

More PLAYBOY men drink beer than the men who read Sports Illustrated, Time, Newsweek, Esquire and GQ—and PLAYBOY delivers them more efficiently.

Nobody knows men better than PLAYBOY.

Source: MRI, Spring 1984. © 1984 by Playboy.

Sunday Magazines

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

SUNDAYS ARE FOR READING...

Four publications have combined circulations of just under 40 million, 3rd among all Folio:400 markets.

AND FOR ADVERTISING...

Advertisers spent more than \$370 million in the market for a net gain of \$25 million among the books vs. 1982.

Market ranks 6th in field of 29 in ad revenues.

THAT'S NOT A BAD COMBINATION...

Parade has largest circulation of any publication surveyed, and is growing at market-leading pace. Tops also in market ad revenues, publication ranks 6th in Folio:400 in this measure.

Ad page leader *The New York Times Magazine* leads market in ad revenue growth, shares ad page growth title.

New York News Magazine co-champ in ad page growth.

Family Weekly has 400's 4th largest circulation, growing 2nd fastest in market. Is also 2nd in market revenues.

Sunday Magazines

Ad Pages

1 New York Times Mag.	4,186
2 Family Weekly	814
3 Parade	742
4 New York News Mag.	679
Total	6,421

% Chg. Ad Pages

(1982/1983)	(%)
1 New York News Mag.	1.7
2 New York Times Mag.	1.7
3 Parade	-6.7
4 Family Weekly	-8.1

Net Chg. Ad Pages

(1982/1983)	
1 New York Times Mag.	72
2 New York News Mag.	12
3 Parade	-54
4 Family Weekly	-72
Total	-42

Avg. Ad Pages/Copy

1 New York Times Mag.	80
2 Family Weekly	16
3 Parade	14
4 New York News Mag.	13

Ad Revenue

(\$000)	
1 Parade	168,564
2 Family Weekly	102,509
3 New York Times Mag.	91,153
4 New York News Mag.	9,500
Total	371,726

% Chg. Ad Revenue

(1982/1983)	(%)
1 New York Times Mag.	19.9
2 Parade	7.2
3 Family Weekly	1.1
4 New York News Mag.	-24.0

Net Chg. Ad Revenue

(1982/1983)	(\$000)
1 New York Times Mag.	15,153
2 Parade	11,308
3 Family Weekly	1,089
4 New York News Mag.	-3,000
Total	24,550

Avg. Edit. Pgs./Copy

1 Parade	15
2 Family Weekly	9
3 New York News Mag.	ne
4 New York Times Mag.	ne

Average Circulation

1 Parade	23,168,789
2 Family Weekly	12,675,921
3 New York News Mag.	1,606,629
4 New York Times Mag.	1,498,873
Total	38,950,212

% Chg. Avg. Circ.

(1982/1983)	(%)
1 Parade	6.4
2 Family Weekly	1.6
3 New York Times Mag.	-0.9
4 New York News Mag.	-19.1

Net Chg. Avg. Circ.

(1982/1983)	
1 Parade	1,387,081
2 Family Weekly	203,846
3 New York Times Mag.	-12,980
4 New York News Mag.	-379,522
Total	1,157,425

Total Revenue

(ad rev. + circ. rev.)	(\$000)
1 Parade	168,564
2 Family Weekly	102,509
3 New York Times Mag.	91,153
4 New York News Mag.	9,500
Total	371,726

% Chg. Total Revenue

(1982/1983)	(%)
1 New York Times Mag.	19.9
2 Parade	7.2
3 Family Weekly	1.1
4 New York News Mag.	-24.0

Avg. Total Pgs./Copy

(ad pages + edit. pages)	
1 Parade	29
2 Family Weekly	24
3 New York News Mag.	ne
4 New York Times Mag.	ne

n/a = not applicable
ne = not estimated

PLAYBOY:

Well-Suited.

PLAYBOY men know how to dress for success. Last year they spent more than \$269 million on business suits.

Nobody knows men better than PLAYBOY.

Source: MRI, Spring 1984. © 1984 by Playboy.



Magazine Profiles

Family Weekly

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6900
Year founded: 1953
Published: Weekly

Publisher: Patrick M. Linskey, President
Advertising Director: Gerald S. Wroe, Vice President
Other key contacts: Jonathan Thompson, Vice President, General Manager; Stanley Rosenfeld, Vice President Marketing Director; Richard Milen, Vice President Manufacturing Director; Joseph Frazer, Vice President Associate Advertising Director

Editorial Description: Family Weekly is a general-interest magazine. Because of the broad range of reader interests, the magazine covers many kinds of subjects—from well-known celebrities to current national concerns. Many articles are based on exclusive interviews; all are written by authoritative writers; each, whatever its subject, is intended to both reflect on and illuminate American values and goals. Family Weekly graphics, by top illustrators and photographers, supplement the editorial thrust of the words with strength and vitality. In addition to the news and personality feature stories, there are service articles in the areas of health, money management, careers, parenting, behavior, and—virtually every week—food. Periodically, the magazine spotlights a particular area of interest with a special

section designed to be pulled out and saved. There are thematic Cookbook sections, and sections on sports, home improvement and decorating, and family health.

Member: ABC, ANPA, INPA
Primary SRDS Classification No. 38

New York News Magazine

New York News
220 East 42nd Street
New York, NY 10017
(212) 949-3179
Published: Weekly (Sundays)

Primary SRDS Classification No. 38

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1203
Year founded: 1851
Published: 52x per year

Publisher: Arthur Ochs Sulzberger
Advertising Director: Lance Primis
Other key contacts: Philip Duval, Marketing Director

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles

and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC
Primary SRDS Classification No. 22

Parade

Parade Publications, Inc.
750 Third Avenue
New York, NY 10017
(212) 573-7000
Year founded: 1941
Published: Weekly

Publisher: Carlo Vittorini
Advertising Director: Hal Duchin
Other key contacts: Jay Burzon, Senior Vice President; Milton Lieberman, Senior Vice President, Marketing

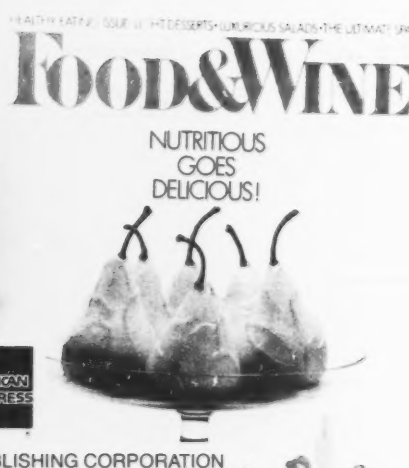
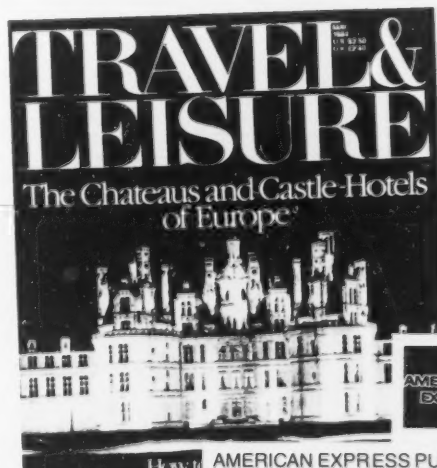
Editorial Description: Parade magazine's editorial places an emphasis on special articles by authors and journalists addressing subjects of national interest. The editorial format includes Personality Parade, a question and answer feature about famous people, Intelligence Report, Significa, and Laugh Parade. Parade also offers themed editorial sections including food sections by Julia Child, health sections by Earl Ubell and science sections by Carl Sagan.

Member: ABC
Primary SRDS Classification No. 22

56

Two great ways to reach 5,000,000 travelers.

Source: Fall 1983 MRI, net unduplicated audience, adjusted for Food & Wine circulation increase.



How to AMERICAN EXPRESS PUBLISHING CORPORATION

ECONOMIC REVIVAL SENDS FOLKS PACKING...

... performance of Travel market indicates. Magazines average +11.7% in total revenues vs. '82 and +15.8% in ad revenues alone.

Net circulation gain of 3 books measured last year totals over 48,000 copies per average issue. 83% of gain is in subscriptions.

ONE BOOK LEADS IN MANY MEASUREMENTS...

Travel & Leisure tops field in total revenues, ad pages and revenues, average circulation, subscriptions and sub revenues. Also leads market in newsstand sales growth.

BUT OTHERS DOMINATE GROWTH STATS...

Signature basks in market's best total revenue growth, thanks to increased ad and subscription activity.

Folio:400 newcomer *Endless Vacation* is 3rd in total dollars based on subscription revenues only. Ranks 2nd in sub revenues. Monthly began accepting ads in February of '84.

See magazine profiles in this section for brief editorial descriptions and listings of key publishing personnel.

DON'T BE CAUGHT SHORT!

Rate Base Shortfalls: You Lose

According to the July issue of Capell's Circulation Report, 43 percent of the 93 magazine audits analyzed showed rate base shortfalls. Such trusted names as *Playboy*, *New Woman*, *Woman's Day*, *Family Circle* and *California* magazines were cited. And some of them consistently missed rate bases year after year by as much as 600,000. That's not a shortfall—that's a disaster. And you lose!

The Senseless Solution: No Rate Base

To make matters worse, rather than admit they're down a few thousand readers, many magazines no longer claim rate bases at all. And advertisers don't know what they've bought until after the reports come out. But that's not the story at *Endless Vacation*.

Three Rate-Base Increases in Two Years and Still Delivering Bonus Circulation

Sounds pretty good, doesn't it? It's the *Endless Vacation* solution. And it has a lot of happy, secure advertisers talking about how special we are. How different we are. Different because, when we ship our magazines, we deliver more than we promise.

ENDLESS
VACATION

Contact Don Sutton, 9333 N. Meridian St.,
Indianapolis, Ind. 46260,
or call (317) 848-0555.

1984
500,000
(PROJECTION)

1983
363,821

1982
251,295

1981
170,919

1980

The Folio:AdGuide

MAGAZINE ADVERTISING BY CATEGORIES

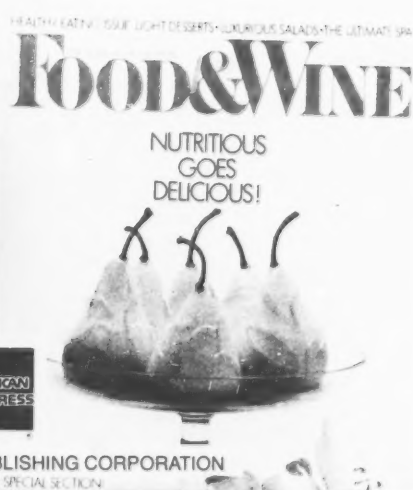
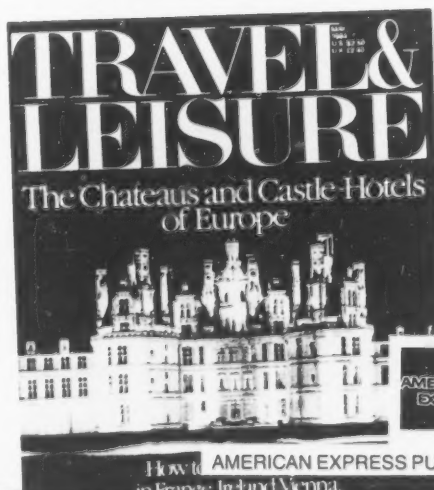
ADDITIONAL COPIES AVAILABLE

A limited number of additional copies of the Folio:AdGuide is available while supplies last. Single copies will be sent free of charge, upon request, to advertising agency personnel listed in the *Agency Redbook*. All requests must be submitted on company letterhead. Hardbound copies are available to all others at \$25.00 per copy prepaid, plus \$2.50 for handling and shipping.

Mail requests to: Folio:AdGuide
Folio Publishing Corporation
P.O. Box 4006, 125 Elm Street
New Canaan, CT 06840-4006

Two great ways to reach 5,000,000 travelers.

Source: Fall 1983 MRI, net unduplicated audience, adjusted for Food & Wine circulation increase.



Travel

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Travel & Leisure	1,091	1 Signature	9.2	1 Signature	58	1 Travel & Leisure	91
2 Signature	690	2 Endless Vacation	n/a	2 Endless Vacation	n/a	2 Signature	58
3 Travel/Holiday	438	3 Travel & Leisure	-2.3	3 Travel & Leisure	-26	3 Travel/Holiday	37
4 Endless Vacation	0	4 Travel/Holiday	-10.7	4 Travel/Holiday	-53	4 Endless Vacation	n/a
Total	2,219			Total	-21		

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983) (\$000)		Avg. Edit. Pgs./Copy	
1 Travel & Leisure	21,825	1 Signature	27.4	1 Signature	1,778	1 Travel & Leisure	74
2 Signature	8,277	2 Travel/Holiday	15.1	2 Travel & Leisure	1,046	2 Signature	56
3 Travel/Holiday	5,046	3 Travel & Leisure	5.0	3 Travel/Holiday	662	3 Travel/Holiday	54
4 Endless Vacation	0	4 Endless Vacation	n/a	4 Endless Vacation	n/a	4 Endless Vacation	ne
Total	35,148			Total	3,486		

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
1 Travel & Leisure	930,010	1 Signature	9.1	1 Signature	59,783	1 Travel & Leisure	12,437
2 Travel/Holiday	770,787	2 Travel/Holiday	0.9	2 Travel/Holiday	7,104	2 Travel/Holiday	7,383
3 Signature	720,035	3 Endless Vacation	ne	3 Endless Vacation	ne	3 Endless Vacation	0
4 Endless Vacation	320,029	4 Travel & Leisure	-1.9	4 Travel & Leisure	-18,492	4 Signature	0
Total	2,740,861			Total	48,395	Total	19,820

Total Revenue (ad rev. + circ. rev.) (\$000)		% Chg. Total Revenue (1982/1983)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. News. Circ. (1982/1983)	
1 Travel & Leisure	37,797	1 Signature	28.8	1 Travel & Leisure	165	1 Travel & Leisure	108.1
2 Signature	15,585	2 Travel/Holiday	7.1	2 Signature	119	2 Travel/Holiday	35.5
3 Endless Vacation	14,321	3 Endless Vacation	ne	3 Travel/Holiday	91	3 Endless Vacation	n/a
4 Travel/Holiday	12,111	4 Travel & Leisure	-0.7	4 Endless Vacation	ne	4 Signature	n/a
Total	79,814						

n/a = not applicable
ne = not estimated

The Lawyer Who Travels Needs the New ABA Journal



It's the publication that gives lawyers timely, practical news they can use. Information that will help them do their jobs and run their offices better. Latest developments and trends—from Supreme Court decisions to the effect of new reproductive technologies on our legal system. All written in a lively and thought-provoking style and illustrated with contemporary graphics.

If you have an advertising message for lawyers, you should be using the **New ABA JOURNAL**. You may believe that lawyers are seeing your ads in other media. But the best way to reach lawyers is through their own magazine—edited and written in an interesting manner just for them. The average lawyer spends 1 1/4 hours reading every issue!

Reach Lawyers Directly through...

ABA Journal The Lawyer's Magazine

MacDonald Flanagan, Inc.
12 West 32nd Street
New York, N.Y. 10001

New York (212) 868-6220
Chicago (312) 337-7018
Los Angeles (213) 245-1843

A.

Affluent Signature.

Signature readers
earn more. Travel more.
Buy more cars. They're
better educated. They
entertain often. Invest
their money. When you want
to reach these active, affluent
consumers, place your message
where they spend their spare
time: in the compatible pages
of Signature.

SIGNATURE
The Magazine of Preferred Living

© 1984 Citicorp Diners Club Inc.

Q.

Which magazine
leads in growth
in the
Travel Market
and is also
included in the
Affluence Market?

Travel (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1 Travel & Leisure	917,573	1 Signature	9.1	1 Signature	59,783	1 Travel & Leisure	6,460
2 Travel/Holiday	763,404	2 Travel/Holiday	0.7	2 Travel/Holiday	5,168	2 Travel/Holiday	1,936
3 Signature	720,035	3 Endless Vacation	ne	3 Endless Vacation	ne	3 Endless Vacation	n/a
4 Endless Vacation	312,804	4 Travel & Leisure	-2.6	4 Travel & Leisure	-24,951	4 Signature	n/a
Total	2,713,816			Total	40,000	Total	8,396

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983)	
			(%)				(%)
1 Travel & Leisure	15,599	1 Signature	30.4	1 Travel & Leisure	373	1 Travel & Leisure	108.4
2 Endless Vacation	14,321	2 Travel/Holiday	1.6	2 Travel/Holiday	133	2 Travel/Holiday	35.6
3 Signature	7,308	3 Endless Vacation	ne	3 Endless Vacation	0	3 Endless Vacation	n/a
4 Travel/Holiday	6,932	4 Travel & Leisure	-8.9	4 Signature	0	4 Signature	n/a
Total	44,160			Total	506		

n/a = not applicable ne = not estimated

Magazine Profiles

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
Indianapolis, IN 46260
(317) 848-0555

Year founded: 1975

Published: 6x per year, and directory

Publisher: Ron Fry

Advertising Director: Don Sutton

Other key contacts: Bill Squitieri, Eastern Regional Sales Manager

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC

Primary SRDS Classification No. 46

Signature

Citicorp/Diners Club
641 Lexington Avenue
New York, NY 10022
(212) 888-9450

Published: Monthly

Publisher: Harry C. Egner

Advertising Director: Gerald Van Splinter

Other key contacts: Robert Smrek, Director of

Production; Barbara Graham, Director of Re-

search; Wayne Gregus, Vice President Finance

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Primary SRDS Classification No. 46

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600

Year founded: 1970

Published: 12x per year

Publisher: John S. Connors

Advertising Director: John Hillock, Vice President

Other key contacts: Louis Benincasa, Vice President Media Research & Sales Development; Dick Romanelli, General Sales Director

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies

and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC

Primary SRDS Classification No. 46

Travel/Holiday

Travel Magazine, Inc.
51 Atlantic Avenue
Floral Park, NY 11001
(516) 352-9700

Year founded: 1901

Published: Monthly

Publisher: Sheldon Shane

Advertising Director: Ruth Halpert

Editorial Description: Travel/Holiday is edited for the frequent pleasure traveler who visits foreign and domestic tourist destinations several times a year. Feature articles stress off-season, off-the-beaten-path destinations as well as more standard, popular tourist areas. Articles include "how to" information and prices where appropriate. Regular monthly sections include The Travel Advisor with Late Travel News and Ideas and the Travel Digest with information on tours and special travel packages. Other regular features include food and beverage articles, recreation vehicles, photography and travel health columns, the Annual Travel Holiday Fine Dining Awards Guide, and special sections on particular areas.

Member: MPA

Primary SRDS Classification No. 46

Lifestyles (continued)

(continued from page 230)

Trailer Life (cont.)

articles, and other features—ranging from cooking tips to vehicle maintenance.

Member: ABC

Primary SRDS Classification No. 8A

Western Horseman

Western Horseman, Inc.
3850 North Nevada Avenue
Colorado Springs, CO 80933
(303) 633-5524

Year founded: 1936

Published: Monthly

Publisher: Richard Spencer

Advertising Director: Don Wood

Editorial Description: Western Horseman features topics of interest to horsemen. Emphasis is on the stock horse type, but various breeds are included. Features western and English riding, rodeo, ranching, horse shows, sales, racing, gymkhanas, endurance and competitive trail riding, pleasure riding, young rider activities, new products, and historical pieces. How-to-do-it articles include breaking, training, horse care, trailering tips, management, and construction ideas for ranch and stable.

Member: ABC

Primary SRDS Classification No. 25

Yachting

Ziff-Davis Publishing Company
5 River Road

Cos Cob, CT 06807

(203) 629-8300

Year founded: 1907

Published: 12x per year

Publisher: Edward D. Muhlfeld

Other key contacts: Alexander Armentrout, Associate Publisher

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international.

Member: ABC

Primary SRDS Classification No. 6

THE SAME SUCCESSFUL EXECUTIVE
WHO READS TIME FOR NEWS OF THE WORLD,
READS SIGNATURE TO GET AWAY FROM IT ALL.



Actively involved in managerial concerns, dealing daily with money decisions, the member of top management who reads Time is the same kind of person as the reader of Signature. But his attitude is different.

The news magazines bring him news. Of wars and revolutions, of bank failures, crime, corruption. Time and Newsweek and U.S. News can cause him concern for his family, his business, the future of civilization, inspire him to be on guard, for himself and his money.

Signature soothes him and brings him pleasure. Relaxes him with thoughts of travel and recreation, of good food, fine wine, entertaining companionship. Your business message reaches him when he's feeling expansive. Signature inspires him to spend his money.

From automobiles to business equipment, wine and liquor to premium beers, home computers to stereos and VCRs, your message reaches busy businessmen when they're comfortable and at their ease. Away from the stresses and strains of world problems and the worries of business. In the pleasurable pages of Signature.

SIGNATURE
Where the executive's mind is on pleasure.

Men's Lifestyles (continued)

(continued from page 246)

Penthouse (cont.)

istics of life in our time: the new liberalism in morality and the spread of affluence in our upwardly mobile society. It is sophisticated male entertainment, and its scope ranges from outspoken contemporary comment to stunning photographic essays of today's most beautiful women. Penthouse features leading authors, artists, cartoonists, graphic designers and photographers. Its editorial ranges from topical interviews to informed sociological studies to pointed reportage, from front-rank fiction to humor, from travel to authoritative coverage of the fast-changing scene in men's fashion and grooming.

Member: ABC

Primary SRDS Classification No. 30

Playboy

Playboy Enterprises, Inc.
919 North Michigan Avenue
Chicago, IL 60611
(312) 751-8000

Year founded: 1953
Published: Monthly

Publisher: Hugh M. Hefner
Advertising Director: Charles M. Stentiford, Senior Vice President
Other key contacts: Nat Lehrman, Senior Vice President, Associate Publisher; Ed Tashjian, Vice President, Marketing Services; Harry Rosner, Vice President, Operations; Walter Joyce, Senior Vice President, Promotion; Joe Mangione, Vice President, Promotion

Editorial Description: Playboy is a magazine of service and entertainment for men. It is designed to chronicle, interpret and shape contemporary values and lifestyles. Playboy presents ideas in living, self-improvement, technology and psychology. It includes interviews, tasteful pictorials, fiction, humor, men's fashion, travel, sports, food and drink, automobiles and home electronics.

Member: ABC

Primary SRDS Classification No. 30

Soldier of Fortune

Omega Group, Ltd.
5735 Arapahoe
Boulder, CO 80303
(303) 449-3750

Year founded: 1975
Published: Monthly

Publisher: Robert K. Brown
Other key contacts: Ralph Bicknell, Marketing Director; Joan Steele, Advertising Manager

Editorial Description: Soldier of Fortune is a men's adventure publication written for persons interested in current military developments, military affairs and history, combat techniques, outdoor survival, weapons and demolitions. Interviews, personality profiles, light essays, commentaries, guest editorials and humorous pieces related to professional adventure are also considered. Regular columns include letters, book reviews, new products and combat pistolcraft. Soldier of Fortune's editorial takes a stand on political issues and supports maintenance of a strong national defense, the dangers of communism, and the right to keep and bear arms.

Member: ABC

Primary SRDS Classification No. 30



PLAYBOY:

Quality Fit.

PLAYBOY is the fitting conclusion—our men spent \$54.2 million on designer jeans last year.

**Nobody knows men
better than PLAYBOY.**

Source: MRI, Spring 1984 © 1984 by Playboy

Women's Fashion

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

IT'S AN ADS-TO-RICHES STORY...

All 5 market books record substantial ad jumps: pages rise 9% on average, revenues up an eye-catching 25%.

Total revenues, patterned after ad gains, average +17% vs. '82. Circulations, both subscription and newsstand, relatively stable.

ONE MAGAZINE SEWS UP MOST MEASUREMENTS...

Glamour is tops in 6 of 8 measurements including ad revenues and circulation.

Moving up a notch vs. last year, *Glamour* ranks 25th in Folio:400.

BUT REST OF MARKET PERFORMS WITH STYLE...

Vogue leads in ad pages and subscription revenues.

Mademoiselle has market's 2nd biggest average total and newsstand circulations.

Fastest newsstand circulation growth is worn well by *W*.

Harper's Bazaar grows most in 5 measurements, including ad pages and revenues, total revenues.

Women's Fashion

Ad Pages	
1 Vogue	3,113
2 Glamour	2,027
3 Mademoiselle	1,574
4 Harper's Bazaar	1,555
5 W	1,191
Total	9,460

% Chg. Ad Pages (1982/1983)	
(%)	
1 Harper's Bazaar	12.5
2 Vogue	11.4
3 W	8.2
4 Glamour	7.5
5 Mademoiselle	3.1

Net Chg. Ad Pages (1982/1983)	
1 Vogue	319
2 Harper's Bazaar	173
3 Glamour	142
4 W	90
5 Mademoiselle	48
Total	772

Avg. Ad Pages/Copy	
1 Vogue	259
2 Glamour	169
3 Mademoiselle	131
4 Harper's Bazaar	130
5 W	46

Ad Revenue (\$000)	
1 Glamour	58,585
2 Vogue	56,232
3 Mademoiselle	29,268
4 Harper's Bazaar	23,807
5 W	13,889
Total	181,781

% Chg. Ad Revenue (1982/1983)	
(%)	
1 Harper's Bazaar	29.2
2 W	25.7
3 Glamour	24.9
4 Vogue	24.5
5 Mademoiselle	22.8

Net Chg. Ad Revenue (1982/1983)	
1 Glamour	11,670
2 Vogue	11,078
3 Mademoiselle	5,443
4 Harper's Bazaar	5,383
5 W	2,843
Total	36,417

Avg. Edit. Pgs./Copy	
1 Vogue	154
2 Glamour	139
3 Mademoiselle	125
4 Harper's Bazaar	104
5 W	30

Average Circulation	
1 Glamour	2,224,261
2 Mademoiselle	1,188,852
3 Vogue	1,114,327
4 Harper's Bazaar	710,208
5 W	210,433
Total	5,448,081

% Chg. Avg. Circ. (1982/1983)	
(%)	
1 W	9.1
2 Glamour	7.7
3 Harper's Bazaar	4.1
4 Mademoiselle	-3.2
5 Vogue	-8.3

Net Chg. Avg. Circ. (1982/1983)	
1 Glamour	159,036
2 Harper's Bazaar	27,658
3 W	17,531
4 Mademoiselle	-39,721
5 Vogue	-100,854
Total	63,650

Avg. Newsstand Circ.	
1 Glamour	1,410,958
2 Mademoiselle	838,147
3 Vogue	685,102
4 Harper's Bazaar	423,567
5 W	20,559
Total	3,378,333

Total Revenue (ad rev. + circ. rev.) (\$000)	
1 Glamour	97,129
2 Vogue	90,731
3 Mademoiselle	50,542
4 Harper's Bazaar	36,954
5 W	19,709
Total	295,065

% Chg. Total Revenue (1982/1983)	
(%)	
1 Harper's Bazaar	19.5
2 W	19.4
3 Glamour	17.8
4 Vogue	16.2
5 Mademoiselle	10.1

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Vogue	414
2 Glamour	308
3 Mademoiselle	256
4 Harper's Bazaar	233
5 W	75

% Chg. News. Circ. (1982/1983)	
(%)	
1 W	13.8
2 Glamour	9.0
3 Mademoiselle	2.0
4 Harper's Bazaar	-1.9
5 Vogue	-6.3

Figures are Folio estimates for the calendar year 1983.
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CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

**'W' GIVES ADVERTISERS WHAT THEY NEED MOST,
READERS WHO CAN AFFORD TO BUY.**



'W' WE INFLUENCE THE INFLUENTIAL

a

**merica's most responsive audience.
Vogue women. Speak to them and they
speak for you. In the way they dress,
make up, entertain, travel.**

Women look to Vogue for enrichment. For a sense of style, a level of taste that transcends any one category of product or service. Advertisers in Vogue benefit from their purchasing power as well as their power to affect the total market.

VOGUE

ENRICHMENT

**Eight million Vogue readers:
It's not so much their affluence
you want to capture, it's their influence.**

*MRI SPRING 1984
PHOTOGRAPHED BY ARTHUR ELGORT
COPYRIGHT © 1984 BY THE CONDE NAST PUBLICATIONS INC.
A CONDE NAST PUBLISHING MAGAZINE

Women's Fashion (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1 Glamour	813,304	1 Harper's Bazaar	14.3	1 Glamour	42,050	1 Glamour	116,987
2 Vogue	429,226	2 W	8.6	2 Harper's Bazaar	35,909	2 Mademoiselle	16,440
3 Mademoiselle	350,705	3 Glamour	5.5	3 W	15,034	3 W	2,497
4 Harper's Bazaar	286,641	4 Vogue	-11.3	4 Vogue	-54,513	4 Harper's Bazaar	-8,256
5 W	189,874	5 Mademoiselle	-13.8	5 Mademoiselle	-56,161	5 Vogue	-46,342
Total	2,069,750			Total	-17,681	Total	81,326

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983)	
			(%)				(%)
1 Vogue	9,835	1 Harper's Bazaar	6.6	1 Glamour	29,630	1 Vogue	12.4
2 Glamour	8,914	2 Glamour	6.5	2 Vogue	24,664	2 W	9.6
3 W	4,751	3 W	5.8	3 Mademoiselle	17,601	3 Glamour	9.0
4 Mademoiselle	3,673	4 Vogue	-10.5	4 Harper's Bazaar	10,166	4 Harper's Bazaar	4.6
5 Harper's Bazaar	2,981	5 Mademoiselle	-15.6	5 W	1,069	5 Mademoiselle	2.0
Total	30,154			Total	83,130		

Magazine Profiles

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: 12x per year

Publisher: E. Louis Holtermann, Jr.
Advertising Director: Marybeth Russell
Other key contacts: Russell K. Schaefer, Advertising Manager; Harold J. Cuddy, Director of Sales Programs; Martha Murray, Director of Marketing and Sales Development

Editorial Description: Glamour is edited for the personal interests of young women 18-35 with a "how-to" approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, money management and legal matters. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts, finds, and special information.

Member: ABC
Primary SRDS Classification No. 50

Harper's Bazaar

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1867
Published: Monthly

Publisher: Martin Schrader
Advertising Director: Neil Butwin

Other key contacts: Ann Spark, Advertising Production Manager

Editorial Description: Harper's Bazaar is edited for the success-oriented woman. Editorial features emphasize fashion, beauty, health, diet, travel and entertaining. The editorial mix also includes profiles, interviews and articles.

Member: ABC
Primary SRDS Classification No. 49

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8110
Year founded: 1935
Published: Monthly

Publisher: Joseph Fuchs
Advertising Director: Elliot Marion
Other key contacts: Richard Kinsler, Marketing Sales Director; Thomas Kehoe, Advertising Manager

Editorial Description: Mademoiselle is edited for the woman 18-34, and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC
Primary SRDS Classification No. 50

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue

New York, NY 10017
(212) 880-8000
Year founded: 1892
Published: 12x per year

Publisher: Richard A. Shortway
Advertising Director: David Rubin
Other key contacts: Norman Waterman, Advertising Manager

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC
Primary SRDS Classification No. 49

W

Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1972
Published: Every other week

Publisher: John B. Fairchild
Advertising Director: Marcia Miller
Other key contacts: Gene Fahy, Vice President Group Sales; Michael F. Coady, Senior Vice President and Executive Editor

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC
Primary SRDS Classification No. 49

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

**NEW FOLIO:400 MARKET IS A
GROWING ONE...**

Six-book grouping boosts circulation by 184,000 vs. 1982. Ad revenues jump by more than \$18 million.

Average total revenue growth is 18% per magazine; subscription and ad dollars are main contributors.

**THANKS TO THESE STELLAR
PERFORMANCES...**

Working Woman records significant ad page and total revenue growths --- tops in market.

Top circulation increase belongs to *Working Mother*. Results from over 20% gain in subscriptions.

Savvy demonstrates know-how with top ad revenue growth vs. '82.

Only 2 books grow in newsstand measurements. Total revenue and ad revenue leader *Glamour* is one of them.

Circulation leader *Redbook* boasts over 3 million subscriptions, also tops in market.

Market pioneer *Ms.* grows in total revenues behind sub, ad dollar increases.

**THE 1984 FOLIO: 400
MEASURED
MAGAZINES SERVING
"WOMEN IN BUSINESS"
AND FOUND
GLAMOUR®
ON TOP
IN MORE THAN HALF
THE 24 CATEGORIES**

**IF YOU WANT
TO DO BUSINESS WITH
"WOMEN IN BUSINESS"
YOU SHOULD DO BUSINESS
WITH**

GLAMOUR®

A Conde Nast Package Magazine Copyright 1984 by The Conde Nast Publications, Inc.

Women-In-Business

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy	
1 Glamour	2,027	1 Working Woman	18.1	1 Working Woman	183	1 Glamour	169
2 Working Woman	1,192	2 Savvy	9.3	2 Glamour	142	2 Working Woman	99
3 Redbook Magazine	1,099	3 Glamour	7.5	3 Redbook Magazine	50	3 Redbook Magazine	92
4 Working Mother	815	4 Redbook Magazine	4.7	4 Savvy	44	4 Working Mother	68
5 Ms.	565	5 Working Mother	1.2	5 Working Mother	9	5 Ms.	47
6 Savvy	511	6 Ms.	-1.5	6 Ms.	-9	6 Savvy	43
Total	6,209			Total	419		

Ad Revenue (\$000)		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983)		Avg. Edit. Pgs./Copy	
1 Glamour	58,585	1 Savvy	49.9	1 Glamour	11,670	1 Glamour	139
2 Redbook Magazine	44,515	2 Working Woman	41.0	2 Working Woman	4,195	2 Redbook Magazine	95
3 Working Woman	14,416	3 Working Mother	25.7	3 Working Mother	1,678	3 Working Woman	80
4 Working Mother	8,210	4 Glamour	24.9	4 Savvy	1,233	4 Savvy	61
5 Ms.	5,055	5 Ms.	1.1	5 Ms.	54	5 Working Mother	60
6 Savvy	3,702	6 Redbook Magazine	-1.3	6 Redbook Magazine	-597	6 Ms.	ne
Total	134,483			Total	18,233		

Average Circulation		% Chg. Avg. Circ. (1982/1983)		Net Chg. Avg. Circ. (1982/1983)		Avg. Newsstand Circ.	
1 Redbook Magazine	3,951,027	1 Working Mother	16.0	1 Glamour	159,036	1 Glamour	1,410,958
2 Glamour	2,224,261	2 Savvy	15.1	2 Working Woman	63,078	2 Redbook Magazine	624,582
3 Working Woman	585,621	3 Working Woman	12.1	3 Working Mother	61,966	3 Ms.	41,427
4 Ms.	484,744	4 Glamour	7.7	4 Savvy	38,738	4 Working Woman	25,844
5 Working Mother	450,384	5 Ms.	-2.3	5 Ms.	-11,500	5 Working Mother	23,203
6 Savvy	295,552	6 Redbook Magazine	-3.1	6 Redbook Magazine	-127,496	6 Savvy	13,366
Total	7,991,589			Total	183,822	Total	2,139,380

Total Revenue (ad rev. + circ. rev.) (\$000)		% Chg. Total Revenue (1982/1983)		Avg. Total Pgs./Copy (ad pages + edit. pages)		% Chg. News. Circ. (1982/1983)	
1 Glamour	97,129	1 Working Woman	36.5	1 Glamour	308	1 Glamour	9.0
2 Redbook Magazine	84,111	2 Savvy	32.4	2 Redbook Magazine	185	2 Working Woman	2.5
3 Working Woman	22,334	3 Working Mother	20.8	3 Working Woman	179	3 Redbook Magazine	-6.7
4 Working Mother	13,003	4 Glamour	17.8	4 Working Mother	128	4 Savvy	-19.7
5 Ms.	9,311	5 Ms.	3.0	5 Savvy	104	5 Ms.	-26.3
6 Savvy	7,021	6 Redbook Magazine	-2.3	6 Ms.	ne	6 Working Mother	-34.7
Total	232,909						

n/a = not applicable
ne = not estimated

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Magazine Profiles

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: 12x per year

Publisher: E. Louis Holtermann, Jr.
Advertising Director: Marybeth Russell
Other key contacts: Russell K. Schaeffer, Advertising Manager; Harold J. Cuddy, Director of Sales Programs; Martha Murray, Director of Marketing and Sales Development

Editorial Description: Glamour is edited for the personal interests of young women 18-35 with a "how-to" approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, money management and legal matters. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts, finds, and special information.

Member: ABC
Primary SRDS Classification No. 50

Ms.

Ms. Foundation for Education and Communication, Inc.
119 West 40th Street
New York, NY 10015
(212) 719-9800
Year founded: 1972
Published: Monthly

Publisher: Patricia Carbine, Editor-in-Chief
Advertising Director: Janice Grossman

Editorial Description: Ms. is a national news magazine written for women, about women, by women. It's unique in that it explores the real issues facing women today and brings you the news you need to make informed decisions about your life and the life of your family and friends. In Ms. you find fresh, funny, lively, highly charged and sometimes controversial information that can help you in so many ways.

Member: ABC, MPA

Redbook Magazine

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258

Year founded: 1903
Published: 12x per year

Publisher: Alan M. Waxenberg
Advertising Director: Richard J. Sarno

Editorial Description: Redbook Magazine is edited for young women today, who are juggling the demands and rewards of husband, child and job. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC
Primary SRDS Classification No. 49

Savvy

Savvy Company
111 Eighth Avenue, Suite 1517
New York, NY 10011
(212) 255-0990
Year founded: 1980
Published: Monthly

Publisher: Alan E. Bennett
Advertising Director: Patricia M. Weeks
Other key contacts: Jilda Manikas, National Advertising Manager; Vanice Gage, Marketing Manager

Women-In-Business (continued)

Avg. Subscrip. Circ.		% Chg. Sub. Circ. (1982/1983)		Net Chg. Sub. Circ. (1982/1983)		Net Chg. Newst. Circ. (1982/1983)	
			(%)		(Subs.)		
1 Redbook Magazine	3,326,445	1 Working Mother	21.0	1 Working Mother	74,283	1 Glamour	116,987
2 Glamour	813,304	2 Savvy	17.5	2 Working Woman	62,436	2 Working Woman	642
3 Working Woman	559,777	3 Working Woman	12.6	3 Glamour	42,050	3 Savvy	-3,277
4 Ms.	443,317	4 Glamour	5.5	4 Savvy	42,015	4 Working Mother	-12,318
5 Working Mother	427,181	5 Ms.	0.7	5 Ms.	3,261	5 Ms.	-14,760
6 Savvy	282,186	6 Redbook Magazine	-2.4	6 Redbook Magazine	-82,970	6 Redbook Magazine	-44,526
Total	5,852,210			Total	141,075	Total	42,748

Subscription Revenue (\$000)		% Chg. Sub. Revenue (1982/1983)		Newsstand Revenue (\$000)		% Chg. Newst. Rev. (1982/1983)	
			(%)				(%)
1 Redbook Magazine	28,354	1 Working Woman	31.0	1 Glamour	29,630	1 Glamour	9.0
2 Glamour	8,914	2 Working Mother	21.1	2 Redbook Magazine	11,242	2 Working Woman	7.9
3 Working Woman	7,298	3 Savvy	20.7	3 Ms.	746	3 Redbook Magazine	-6.7
4 Working Mother	4,250	4 Ms.	10.0	4 Working Woman	620	4 Savvy	-8.3
5 Ms.	3,511	5 Glamour		5 Working Mother	543	5 Ms.	-11.5
6 Savvy	2,999	6 Redbook Magazine	-1	6 Savvy	321	6 Working Mother	-24.6
Total	55,326			Total	43,102		

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC
Primary SRDS Classification No. 8

Working Mother

The McCall Publishing Co.
230 Park Avenue
New York, NY 10069
(212) 551-9390
Year founded: 1978
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Carol J. Evans
Other key contacts: Dorothy T. Cameron, New

York Sales Manager

Editorial Description: Working Mother launched a special career section last year and also introduced a special edition to be distributed by day care centers. The Working Mother "Career Section" was begun in 1983, appearing just after the table of contents. Subjects covered in the section include "Where Do I Go From Here," a discussion of major career reports; a three-page fashion-and-beauty feature; "Take Care of Yourself" health features; "Smart Money"; "Work World" and "Just For You." In-book editorial surveys provide editors with reader response and often story ideas. Last year surveys were "Where Do I Go From Here?" on career ambition, "Babies: The First Six Months," and "Latchkey Children." The Guilt Department continues to be the best-read article based on reader mail. Working Mother won Magazine of the Year from The American Society of Journalists and Authors in 1983.

Member: ABC
Primary SRDS Classification No. 49

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 509-9800
Published: Monthly

Publisher: Carol A. Taber
Advertising Director: Beth E. Sullivan
Other key contacts: Matthew D. Roberts, Marketing Director

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include a special section devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC
Primary SRDS Classification No. 49

CBS MAGAZINES
PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

A LITTLE LIFE...

Cosmopolitan tops diverse market in circulation, total revenues and ad dollars; grows in all key measurements.

Subscription growth leader *American Baby* also tops in subscription revenues.

Self caps well-rounded growth year with market lead in newsstand circulation growth.

A LOT OF STYLE...

Town & Country jets in with best newsstand revenue boost to add to impressive growth in all other measurements.

Handshakes in order for *Working Woman*'s banner year in total revenue, ad page and dollar progress vs. '82.

Solid ad page jump adds to *Vogue*'s market leadership in ad pages.

SOME ENTERTAINMENT...

Top circulation growth belongs to *Soap Opera Digest*.

True Story heads list in subscription circulation and dollars.

AND TWO NEW FACES...

Ladycom marches into The 400 for first time. *Shape* also in top condition for first appearance. See magazine profiles in this section for editorial descriptions and listing of key advertising contacts.



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Have a great Woman's Day, America.

Woman's Day readers are active buyers, not passive subscribers.

Women's Lifestyles & Entertainment

Ad Pages		% Chg. Ad Pages (1982/1981)		Net Chg. Ad Pages (1982/1981)		Avg. Ad Pages/Copy	
1 Vogue	3,113	1 Working Woman	18.1	1 Vogue	319	1 Vogue	259
2 Cosmopolitan	2,442	2 New Woman	16.5	2 Working Woman	183	2 Cosmopolitan	203
3 Town & Country	1,813	3 Self	11.4	3 Cosmopolitan	169	3 Town & Country	151
4 Mademoiselle	1,574	4 Vogue	11.4	4 Self	95	4 Mademoiselle	131
5 Working Woman	1,192	5 Cosmopolitan	7.4	5 Town & Country	94	5 Working Woman	99
6 Essence	969	6 American Baby	6.2	6 New Woman	80	6 Essence	81
7 Self	928	7 Town & Country	5.5	7 Mademoiselle	48	7 Self	77
8 True Story	707	8 Essence	4.0	8 Essence	37	8 True Story	59
9 Shape	574	9 Mademoiselle	3.1	9 American Baby	26	9 Shape	48
10 New Woman	566	10 Ladycom	ne	10 Ladycom	ne	10 New Woman	47
11 American Baby	450	11 Shape	ne	11 Shape	ne	11 Ladycom	39
12 Playgirl	444	12 True Story	-1.4	12 True Story	-10	12 American Baby	38
13 Ladycom	389	13 Playgirl	-8.3	13 Soap Opera Digest	-27	13 Playgirl	37
14 Soap Opera Digest	295	14 Soap Opera Digest	-8.4	14 Playgirl	-40	14 Soap Opera Digest	11
Total	15,456			Total	974		

Ad Revenue (1982)		% Chg. Ad Revenue (1982/1981)		Net Chg. Ad Revenue (1982/1981)		Avg. Edit. Pgs./Copy	
1 Cosmopolitan	81,270	1 Working Woman	41.0	1 Cosmopolitan	13,655	1 Vogue	154
2 Vogue	56,232	2 Town & Country	28.2	2 Vogue	11,078	2 Cosmopolitan	140
3 Mademoiselle	29,268	3 Self	25.6	3 Mademoiselle	5,443	3 Mademoiselle	125
4 Town & Country	21,601	4 Vogue	24.5	4 Town & Country	4,753	4 Soap Opera Digest	112
5 Self	17,102	5 Mademoiselle	22.8	5 Working Woman	4,195	5 Town & Country	105
6 Working Woman	14,416	6 Essence	21.7	6 Self	3,481	6 Self	93
7 Essence	12,321	7 Cosmopolitan	20.2	7 Essence	2,200	7 Playgirl	82
8 True Story	10,552	8 American Baby	11.1	8 American Baby	905	8 Working Woman	80
9 American Baby	9,095	9 Playgirl	9.8	9 True Story	867	9 Shape	72
10 New Woman	6,325	10 True Story	9.0	10 Playgirl	141	10 Essence	70
11 Ladycom	4,367	11 Ladycom	ne	11 Ladycom	ne	11 New Woman	68
12 Soap Opera Digest	1,768	12 Shape	ne	12 Shape	ne	12 Ladycom	52
13 Playgirl	1,584	13 Soap Opera Digest	-5.2	13 Soap Opera Digest	-97	13 American Baby	35
14 Shape	1,355	14 New Woman	-9.7	14 New Woman	-679	14 True Story	ne
Total	267,256			Total	45,942		

n/a = not applicable
ne = not estimated

Magazine Profiles

American Baby

American Baby, Inc.
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1944
Published: Monthly

Publisher: Alan Goldberg
Advertising Director: Neil Bookman

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with prenatal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Primary SRDS Classification No. 5

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly

Publisher: Louis E. Porterfield
Advertising Director: William T. Hunt
Other key contacts: B. William Fine, Eastern Advertising Manager; Marshall Feldman, New York Advertising Manager; Mark Ford, Mid-Western Advertising Manager

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC

Primary SRDS Classification No. 49

Essence

Essence Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Publisher: Ed Lewis
Advertising Director: Clarence O. Smith, President

Editorial Description: Essence is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers, Essence's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; informa-

tion on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC

Primary SRDS Classification No. 49

Ladycom

The Magazine of Military Lifestyle

Downey Communications, Inc.
1732 Wisconsin Avenue, N.W.
Washington, DC 20007
(202) 944-4000
Year founded: 1969
Published: 10x per year

Publisher: Edw. M. and Loretta M. Downey
Advertising Director: George Smith
Other key contacts: Sheila Gibbons, Editor

Editorial Description: Ladycom recognizes the special lifestyle of the active-duty military family from the perspective of the military wife. Editorial features include such topics as family health, child-rearing, marriage, careers, relocation, beauty, fashion, entertaining, creative homemaking and travel, as they pertain to the life of the military family.

Member: SMA Div. of BPA

Primary SRDS Classification No. 31

(continued)



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PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

CAUTION:

THIS MAGAZINE
COULD BECOME ADDICTIVE

New Woman

HOW MUCH
HUGGING
DO YOU NEED?
(AND WHAT
KIND?)

Living Together:
Who Gets What
When You Call It
Quits?
Better Decide Now.

Breaking Up?
There May Be Hope

You're Right,
I'm Wrong.
I'm Sorry.
The High
Cost of (Not)
Apologizing

A DIET
THAT BURNS FAT
24 HOURS A DAY

A Food to Avoid

Why Some Women
Are Afraid of Living
Without a Man

Seven Ways to Tell
If Your Man
Is Cheating on You

Yes,
You Can Read
Without Glasses

Answer
These 70 Questions
and We'll Tell You
How Well You Relate
to Men
(and to Women)

New Woman...

- #1 in advertising involvement — 92% **
- #1 in highest percentage of heads of households
- #1 in female readership
- #1 in percentage of employed
- #1 in highest employment status
- #1 in household income of \$15,000 or higher
- #1 in buying new cars

*Source: 1993 Media Use Simmons (Access Code NWMS)
**Source: 1993 Circulation Research Services

For details call Susan Guenther in Detroit (313) 5-0-0672
or call Margaret Bennett, Ad Director, (212) 713-9610

Women's Lifestyles & Entertainment (continued)

Average Circulation

1 Cosmopolitan	3,011,190
2 True Story	1,561,799
3 Mademoiselle	1,188,852
4 Vogue	1,114,327
5 Self	1,088,127
6 New Woman	1,029,735
7 American Baby	1,001,213
8 Soap Opera Digest	710,093
9 Essence	700,237
10 Playgirl	640,621
11 Working Woman	585,621
12 Ladycom	488,775
13 Shape	401,649
14 Town & Country	361,985
Total	13,884,224

% Chg. Avg. Circ. (1982/1983)

	(%)
1 Soap Opera Digest	14.2
2 Town & Country	13.4
3 Working Woman	12.1
4 Essence	7.7
5 Self	6.8
6 Cosmopolitan	5.1
7 American Baby	0.1
8 Ladycom	ne
9 Shape	ne
10 True Story	0.0
11 Mademoiselle	-3.2
12 Playgirl	-4.9
13 New Woman	-5.1
14 Vogue	-8.3

Net Chg. Avg. Circ. (1982/1983)

1 Cosmopolitan	146,913
2 Soap Opera Digest	88,343
3 Self	69,269
4 Working Woman	63,078
5 Essence	50,012
6 Town & Country	42,670
7 American Baby	835
8 True Story	169
9 Ladycom	ne
10 Shape	ne
11 Playgirl	-33,029
12 Mademoiselle	-39,721
13 New Woman	-54,893
14 Vogue	-100,854
Total	232,792

Avg. Newsstand Circ.

1 Cosmopolitan	2,788,598
2 Mademoiselle	838,147
3 Vogue	685,102
4 New Woman	645,137
5 Self	579,405
6 Playgirl	466,609
7 Soap Opera Digest	345,457
8 True Story	320,700
9 Shape	269,480
10 Essence	221,682
11 Town & Country	95,547
12 Working Woman	25,844
13 American Baby	0
14 Ladycom	0
Total	7,411,708

Total Revenue (ad rev. + circ. rev.)

(\$000)

1 Cosmopolitan	143,706
2 Vogue	90,731
3 Mademoiselle	50,542
4 Self	35,144
5 Town & Country	29,267
6 True Story	25,297
7 New Woman	24,984
8 Working Woman	22,334
9 Essence	20,070
10 Playgirl	19,454
11 Soap Opera Digest	18,491
12 Shape	10,059
13 American Baby	9,938
14 Ladycom	4,367
Total	504,384

% Chg. Total Revenue (1982/1983)

	(%)
1 Working Woman	36.5
2 Town & Country	25.4
3 Soap Opera Digest	24.0
4 Self	19.1
5 Essence	17.3
6 Vogue	16.2
7 American Baby	13.9
8 Cosmopolitan	12.7
9 True Story	12.1
10 Mademoiselle	10.1
11 Ladycom	ne
12 Shape	ne
13 Playgirl	-0.6
14 New Woman	-4.6

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Vogue	414
2 Cosmopolitan	343
3 Mademoiselle	256
4 Town & Country	256
5 Working Woman	179
6 Self	170
7 Essence	151
8 Soap Opera Digest	123
9 Shape	120
10 Playgirl	119
11 New Woman	115
12 Ladycom	91
13 American Baby	73
14 True Story	ne

% Chg. News. Circ. (1982/1983)

	(%)
1 Self	14.0
2 Town & Country	11.4
3 Soap Opera Digest	7.2
4 Essence	4.5
5 Cosmopolitan	3.1
6 Working Woman	2.5
7 Mademoiselle	2.0
8 American Baby	n/a
9 Ladycom	n/a
10 Shape	ne
11 Playgirl	4.8
12 Vogue	6.3
13 True Story	6.7
14 New Woman	10.0

n/a = not applicable
ne = not estimated



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*"Today we recognize, and
SELF magazine has helped us
recognize, that we as women
must appreciate ourselves if
we are to give our very best to
our families, our communities
and our countries."*

*-Rep. Geraldine Ferraro,
Democrat-New York
U.S. House of Representatives
Cannon Caucus Room
February 7, 1984*

SELF

The handbook of a new generation.

*For the second year in a row,
SELF posted the largest
percentage increase (+14%)
in newsstand sales among
all women's lifestyle magazines.*

SELF

The handbook of a new generation.

Women's Lifestyles & Entertainment (continued)

Avg. Subscrip. Circ.	
1 True Story	1,241,100
2 Working Woman	559,777
3 Self	508,722
4 Essence	478,555
5 Vogue	429,226
6 New Woman	384,598
7 Soap Opera Digest	364,636
8 Mademoiselle	350,705
9 Town & Country	266,438
10 Cosmopolitan	222,592
11 Playgirl	174,012
12 Shape	132,170
13 American Baby	89,108
14 Ladycom	0
Total	5,201,639

% Chg. Sub. Circ.	
(1982/1983)	(%)
1 American Baby	41.3
2 Cosmopolitan	38.6
3 Soap Opera Digest	21.7
4 Town & Country	14.1
5 Working Woman	12.6
6 Essence	9.2
7 New Woman	4.6
8 True Story	1.9
9 Ladycom	n/a
10 Shape	ne
11 Self	-0.3
12 Playgirl	-5.3
13 Vogue	-11.3
14 Mademoiselle	-13.8

Net Chg. Sub. Circ.	
(1982/1983)	(Subs.)
1 Soap Opera Digest	65,130
2 Working Woman	62,436
3 Cosmopolitan	62,042
4 Essence	40,429
5 Town & Country	32,855
6 American Baby	26,054
7 True Story	23,195
8 New Woman	16,996
9 Ladycom	n/a
10 Shape	ne
11 Self	-1,702
12 Playgirl	-9,753
13 Vogue	-54,513
14 Mademoiselle	-56,161
Total	207,008

Net Chg. Newst. Circ.	
(1982/1983)	
1 Cosmopolitan	84,870
2 Self	70,970
3 Soap Opera Digest	23,213
4 Mademoiselle	16,440
5 Town & Country	9,815
6 Essence	9,583
7 Working Woman	642
8 American Baby	n/a
9 Ladycom	n/a
10 Shape	ne
11 True Story	-23,026
12 Playgirl	-23,276
13 Vogue	-46,342
14 New Woman	-71,889
Total	51,000

Subscription Revenue	
(\$000)	
1 True Story	10,011
2 Vogue	9,835
3 Working Woman	7,298
4 Soap Opera Digest	6,169
5 Self	5,874
6 New Woman	5,111
7 Essence	4,424
8 Town & Country	4,226
9 Cosmopolitan	3,876
10 Mademoiselle	3,673
11 Playgirl	2,612
12 Shape	2,398
13 American Baby	843
14 Ladycom	0
Total	66,350

% Chg. Sub. Revenue	
(1982/1983)	(%)
1 American Baby	58.2
2 Working Woman	31.0
3 Cosmopolitan	22.2
4 Soap Opera Digest	21.4
5 Essence	16.2
6 True Story	14.2
7 Town & Country	8.0
8 Self	7.5
9 Ladycom	n/a
10 Shape	ne
11 Playgirl	-4.0
12 New Woman	-4.9
13 Vogue	-10.5
14 Mademoiselle	-15.6

Newsstand Revenue	
(\$000)	
1 Cosmopolitan	58,561
2 Vogue	24,664
3 Mademoiselle	17,601
4 Playgirl	15,258
5 New Woman	13,548
6 Self	12,168
7 Soap Opera Digest	10,554
8 Shape	6,306
9 True Story	4,734
10 Town & Country	3,440
11 Essence	3,325
12 Working Woman	620
13 American Baby	0
14 Ladycom	0
Total	170,779

% Chg. Newst. Rev.	
(1982/1983)	(%)
1 Town & Country	33.7
2 Soap Opera Digest	32.6
3 Self	16.7
4 True Story	14.8
5 Vogue	12.4
6 Working Woman	7.9
7 Essence	4.5
8 Cosmopolitan	3.1
9 Mademoiselle	2.0
10 Playgirl	0.6
11 American Baby	n/a
12 Ladycom	n/a
13 Shape	ne
14 New Woman	1.8

n/a = not applicable
ne = not estimated

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8110
Year founded: 1935
Published: Monthly

Publisher: Joseph Fuchs
Advertising Director: Elliot Marion
Other key contacts: Richard Kinsler, Marketing
Sales Director; Thomas Kehoe, Advertising
Manager

Editorial Description: Mademoiselle is edited for the woman 18-34 and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC

Primary SRDS Classification No. 50

New Woman

News Group Magazines
215 Lexington Avenue
New York, NY 10016
(212) 685-4386

Publisher: Pat Miller
Advertising Director: Janice Grossman

Other key contacts: Lori Zelikow, Advertising
Manager; Joe Cece, Circulation Director

Editorial Description: New Woman is a magazine for the thinking woman. Its object is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles, career-and-love kind of life rather than the either-or—career or love—choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, humor, entertainment, beauty, fashion, travel, female pacesetters in industry and the professions.

Member: ABC

Primary SRDS Classification No. 49

Playgirl

Playgirl, Inc.
3420 Ocean Park Boulevard, Suite 3000
Santa Monica, CA 90405
(213) 450-0900
Published: 12x per year

Publisher: Ira Ritter
Advertising Director: Salome Yilma

Editorial Description: Playgirl is edited as an entertainment source for women. Articles range from frank discussions on sex to career information, political issues, the arts and entertainment. Fashion, fitness and health are accompanied by lifestyle features including male photography and centerfolds, home entertainment, food and beverages.

Member: ABC

Primary SRDS Classification No. 49

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1978
Published: Monthly

Publisher: J. Kevin Madden
Advertising Director: William Abbott

Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Shape

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1981
Published: 12x per year

Publisher: Joe Weider
Advertising Director: Gregg Loria
Other key contacts: Jules Richards, Eastern
Advertising Manager

Editorial Description: Shape is the fitness lifestyle magazine for women devoted to scientific guidance in nutrition, exercise, physiology,

Whether I'm working out or working overtime, I work at pleasing the most demanding person I know—me! Every month SELF gives me the facts I need to take charge of my life. It helps me thrive on the pleasures and survive the pressures of this challenging time.

I BELIEVE IN MY



The handbook of a new generation.

Women's Lifestyles & Entertainment (continued)

sports and various areas relative to beauty built from the inside out. Regular features are provided by those in the medical, sports, and nutrition world. Shape is written for today's physically active woman.

Member: ABC

Primary SRDS Classification No. 49

Soap Opera Digest

Network Publishing Corporation
254 West 31st Street
New York, NY 10001
(212) 947-6300
Year founded: 1976
Published: 26x per year

Publisher: Marc T. Liu
Advertising Director: B. Bernhard

Editorial Description: Soap Opera Digest offers insight into the emotions, thoughts and relationships of people. Interviews and feature stories explore how people interact. Soap Opera Digest also synthesizes the shows, and gives in depth, behind the scenes reports on the daytime industry and its participants.

Member: ABC

Primary SRDS Classification No. 49

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Publisher: Charles Kennedy

Advertising Director: Carl Portale

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC

Primary SRDS Classification No. 22

True Story

Macfadden Women's Group
215 Lexington Avenue
New York, NY 10016
(212) 340-7500
Year founded: 1919
Published: Monthly

Publisher: John J. Fitzgerald, Vice President

Editorial Description: True Story magazine is edited as a full service magazine for the young working class woman, and its stories reflect her world. In addition to story editorial, regular service features include recipe and food preparation, beauty and grooming, home management, child care, personal advice columns and health articles.

Member: ABC

Primary SRDS Classification No. 49

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8000
Year founded: 1892
Published: 12x per year

Publisher: Richard A. Shortway

Advertising Director: David Rubin

Other key contacts: Norman Waterman, Advertising Manager

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC

Primary SRDS Classification No. 49

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800
Published: Monthly

Publisher: Carol A. Taber

Advertising Director: Beth E. Sullivan

Other key contacts: Matthew D. Roberts, Marketing Director

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include a special section devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Toy & Hobby World

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'W' WE INFLUENCE THE INFLUENTIAL

**THE 1984 FOLIO: 400
MEASURED
MAGAZINES SERVING
"WOMEN IN BUSINESS"
AND FOUND
GLAMOUR®
ON TOP
IN MORE THAN HALF
THE 24 CATEGORIES**

**IF YOU WANT
TO DO BUSINESS WITH
"WOMEN IN BUSINESS"
YOU SHOULD DO BUSINESS
WITH
GLAMOUR®**

A Condé Nast Package Magazine. Copyright 1984 by The Condé Nast Publications, Inc.

#2 CIRCULATION MARKET GROWS IN MANY DIRECTIONS...

Seventeen books average 6% circulation rise, 11% gain in ad pages, and 19% jump in subscriptions.

Total revenues — 3rd among Folio:400 markets — rise by more than \$190 million vs. '82.

THE BIG SISTERS ARE STILL DOMINANT...

Good Housekeeping tops in ad pages and revenues.

Better Homes & Gardens leads market in circulation.

Total dollar leader is *Family Circle*, 7th in Folio:400.

Ladies' Home Journal has market's 2nd best ad page and 3rd best total revenue growth rates.

Woman's Day, 3rd in total revenues, closes in on leaders with strong ad and newsstand dollar gains.

BUT LITTLE SISTERS ARE GROWING UP...

Country Living has best growth in total revenues, ad pages and dollars vs. 1982.

Crafts enjoys market's top circulation pace due to strong subs and newsstand sales.

Best newsstand growth rate belongs to *Prevention*.

American Baby booms in subscription and sub revenues.



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Have a great Woman's Day, America.

Women's Service

Ad Pages		% Chg. Ad Pages (1982/1983)		Net Chg. Ad Pages (1982/1983)		Avg. Ad Pages/Copy			
1	Good Housekeeping	2,097		1	Ladies' Home Journal	249	1	Good Housekeeping	175
2	Family Circle	1,788		2	Country Living	217	2	Better Homes & Gdns.	115
3	Woman's Day	1,607		3	Woman's Day	142	3	Woman's Day	107
4	Better Homes & Gdns.	1,376		4	Crafts Magazine	135	4	Family Circle	105
5	Ladies' Home Journal	1,166		5	Family Circle	97	5	Ladies' Home Journal	97
6	McCall's	1,107		6	Self	95	6	McCall's	92
7	Redbook Magazine	1,099		7	Good Housekeeping	82	7	Redbook Magazine	92
8	Self	928		8	New Woman	80	8	Parents	77
9	Parents	921		9	Prevention	60	9	Self	77
10	Prevention	909		10	Parents	55	10	Prevention	76
11	Working Mother	815		11	McCall's	54	11	Working Mother	68
12	Crafts Magazine	657		12	Redbook Magazine	50	12	Crafts Magazine	55
13	Country Living	637		13	Creat. Ideas f. Lvng.	33	13	Country Living	53
14	New Woman	566		14	American Baby	26	14	New Woman	47
15	American Baby	450		15	Workbasket	12	15	Creat. Ideas f. Lvng.	40
16	Creat. Ideas f. Lvng.	444		16	Better Homes & Gdns.	11	16	Workbasket	40
17	Workbasket	397		17	Working Mother	9	17	American Baby	38
Total		16,964		Total		1,407			

Ad Revenue		% Chg. Ad Revenue (1982/1983)		Net Chg. Ad Revenue (1982/1983)		Avg. Edit. Pgs./Copy			
	(\$000)		(%)		(\$000)				
1	Good Housekeeping	127,243		1	Woman's Day	16,956	1	Good Housekeeping	140
2	Family Circle	118,830		2	Good Housekeeping	16,778	2	Prevention	98
3	Better Homes & Gdns.	109,038		3	Ladies' Home Journal	14,038	3	Redbook Magazine	95
4	Woman's Day	105,865		4	Family Circle	12,633	4	Self	93
5	McCall's	64,413		5	Better Homes & Gdns.	8,749	5	Country Living	86
6	Ladies' Home Journal	57,423		6	Country Living	4,009	6	Better Homes & Gdns.	86
7	Redbook Magazine	44,515		7	Parents	3,930	7	Family Circle	85
8	Parents	26,127		8	Self	3,481	8	Woman's Day	85
9	Self	17,102		9	Prevention	3,451	9	Ladies' Home Journal	84
10	Prevention	16,229		10	McCall's	2,412	10	McCall's	79
11	Country Living	9,302		11	Working Mother	1,678	11	Parents	70
12	American Baby	9,095		12	American Baby	905	12	New Woman	68
13	Working Mother	8,210		13	Crafts Magazine	574	13	Creat. Ideas f. Lvng.	65
14	New Woman	6,325		14	Creat. Ideas f. Lvng.	483	14	Working Mother	60
15	Creat. Ideas f. Lvng.	4,500		15	Workbasket	59	15	Crafts Magazine	57
16	Workbasket	2,310		16	Redbook Magazine	-597	16	Workbasket	36
17	Crafts Magazine	1,504		17	New Woman	-679	17	American Baby	35
Total		728,031		Total		85,860			

Magazine Profiles

American Baby

American Baby, Inc.
575 Lexington Avenue
New York, NY 10022
(212) 752-0775

Year founded: 1944
Published: Monthly

Publisher: Alan Goldberg
Advertising Director: Neil Bookman

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Primary SRDS Classification No. 5

Better Homes and Gardens

Meredith Corporation
Locust at 17th
Des Moines, IA 50336
(515) 284-2128

Year founded: 1922
Published: Monthly

Publisher: J. Wesley Silk
Advertising Director: Lennox E. H. Stuart
Other key contacts: Del Rusher, Associate Publisher; Al Ney, Publishing Services Director; Terry Unsworth, Associate Publishing Services Director

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC, PIB, MPA

Primary SRDS Classification No. 24

Country Living

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700

Published: Monthly

Publisher: Ron Galotti
Advertising Director: Mike Romano, National Manager
Other key contacts: Vicci Lasdon, New York Manager

Editorial Description: Country Living is a home-service magazine edited for suburban and city dwellers, who want to create the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to buying an old home, building a new home to cooking country cuisine. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.

Member: ABC

Primary SRDS Classification No. 24

**Did you know
FamilyCircle's[®]
frequency
gives you...**



The Most Exposure.

Picture this...not 12 but 17 times a year we reach 25,697,000* female readers with a new issue of Family Circle.

That's up to 5 more times than our competition. It's this kind of visible continuity that makes

Family Circle the most efficient medium for your message.

We reach more women with more ideas more often than any other women's service magazine. What better reason to focus on Family Circle?

FamilyCircle.[®] The magazine women buy most.

A New York Times Company **NYT**
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*All figures 1984 Spring MRI

Women's Service (continued)

Average Circulation

1 Better Homes & Gdns.	8,032,373
2 Family Circle	7,251,531
3 Woman's Day	6,987,317
4 McCall's	6,317,793
5 Good Housekpg.	5,406,959
6 Ladies' Home Jour.	5,226,575
7 Redbook Magazine	3,951,027
8 Prevention	2,696,289
9 Workbasket	1,833,734
10 Parents	1,693,905
11 Self	1,088,127
12 New Woman	1,029,735
13 American Baby	1,001,213
14 Country Living	965,652
15 Creat. Ideas f. Lvng.	710,617
16 Working Mother	450,384
17 Crafts Magazine	378,982
Total	55,022,213

% Chg. Avg. Circ. (1982/1983)

	(%)
1 Crafts Magazine	41.2
2 Country Living	28.5
3 Working Mother	16.0
4 Prevention	7.0
5 Self	6.8
6 Workbasket	5.6
7 Parents	3.2
8 McCall's	1.3
9 Ladies' Home Journal	1.1
10 Family Circle	0.5
11 Creat. Ideas f. Lvng.	0.3
12 Woman's Day	0.3
13 American Baby	0.1
14 Good Housekeeping	-0.3
15 Better Homes & Gdns.	-0.5
16 Redbook Magazine	-3.1
17 New Woman	-5.1

Net Chg. Avg. Circ. (1982/1983)

1 Country Living	214,401
2 Prevention	176,196
3 Crafts Magazine	110,498
4 Workbasket	96,497
5 McCall's	83,170
6 Self	69,269
7 Working Mother	61,966
8 Ladies' Home Journal	56,544
9 Parents	53,122
10 Family Circle	34,450
11 Woman's Day	19,703
12 Creat. Ideas f. Lvng.	1,798
13 American Baby	835
14 Good Housekeeping	-14,223
15 Better Homes & Gdns.	-38,471
16 New Woman	-54,893
17 Redbook Magazine	-127,496
Total	743,366

Avg. Newsstand Circ.

1 Family Circle	7,124,027
2 Woman's Day	6,936,827
3 Good Housekpg.	1,975,624
4 Ladies' Home Jour.	943,426
5 McCall's	749,773
6 New Woman	645,137
7 Redbook Magazine	624,582
8 Self	579,405
9 Better Homes & Gdns.	571,225
10 Country Living	364,747
11 Prevention	130,145
12 Crafts Magazine	114,732
13 Parents	104,093
14 Creat. Ideas f. Lvng.	46,741
15 Workbasket	36,005
16 Working Mother	23,203
17 American Baby	0
Total	20,969,692

Total Revenue

(ad rev. + circ. rev.)	(\$000)
1 Family Circle	208,834
2 Good Housekeeping	207,304
3 Woman's Day	188,664
4 Better Homes & Gdns.	177,659
5 McCall's	132,543
6 Ladies' Home Journal	128,130
7 Redbook Magazine	84,111
8 Prevention	51,777
9 Parents	44,365
10 Self	35,144
11 Country Living	26,153
12 New Woman	24,984
13 Working Mother	13,003
14 Creat. Ideas f. Lvng.	11,892
15 Workbasket	10,507
16 American Baby	9,938
17 Crafts Magazine	7,298
Total	1,362,306

% Chg. Total Revenue (1982/1983)

	(%)
1 Country Living	57.1
2 Crafts Magazine	50.5
3 Ladies' Home Journal	32.1
4 Prevention	25.5
5 Workbasket	21.1
6 Working Mother	20.8
7 Self	19.1
8 Woman's Day	16.4
9 Parents	16.3
10 American Baby	13.9
11 Good Housekeeping	12.4
12 Family Circle	9.7
13 Creat. Ideas f. Lvng.	7.5
14 Better Homes & Gdns.	7.3
15 McCall's	6.5
16 Redbook Magazine	-2.3
17 New Woman	-4.6

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Good Housekeeping	314
2 Better Homes & Gdns.	200
3 Woman's Day	192
4 Family Circle	191
5 Redbook Magazine	186
6 Ladies' Home Journal	181
7 Prevention	174
8 McCall's	172
9 Self	170
10 Parents	147
11 Country Living	142
12 Working Mother	128
13 New Woman	115
14 Crafts Magazine	112
15 Creat. Ideas f. Lvng.	106
16 Workbasket	76
17 American Baby	73

% Chg. News. Circ. (1982/1983)

	(%)
1 Prevention	47.6
2 Crafts Magazine	29.2
3 Country Living	20.9
4 Self	14.0
5 Ladies' Home Journal	12.5
6 Parents	9.9
7 McCall's	5.8
8 Good Housekeeping	2.5
9 Woman's Day	0.3
10 American Baby	n/a
11 Family Circle	-0.6
12 Better Homes & Gdns.	-4.0
13 Redbook Magazine	-6.7
14 Creat. Ideas f. Lvng.	-8.9
15 New Woman	-10.0
16 Workbasket	-16.1
17 Working Mother	-34.7

n/a = not applicable
ne = not estimated

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Crafts Magazine

PJS Publications, Inc.
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1978
Published: Monthly

Publisher: Jerry R. Constantino
Advertising Director: Art Setterlund
Other key contacts: Terry Bredenberg, Executive Advertising Director

Editorial Description: Crafts Magazine is edited for the crafts enthusiast and for the person just getting interested in crafts. Editorial content emphasizes new and varied how-to projects on crafts for the home or for personal use or wear, made from products generally available in craft supply stores. Other types of articles include: buying and using different craft products to improve craft knowledge and skills; special craft techniques; projects for children and adult groups; reports on visits to unique craft shops, shows, museums, etc. Departments: new products, new books, coming events and columns by craft personalities.

Member: ABC
Primary SRDS Classification No. 11

Creative Ideas For Living

Southern Living, Inc.
500 Office Park Drive
Birmingham, AL 35201
(205) 877-6000

Year founded: 1969
Published: 12x per year (as of 1/84)

Publisher: Richard M. Fontana, Jr.
Advertising Director: Howard Gurian
Other key contacts: Linda James, New York Advertising Manager; Chris Lordots, Chicago Advertising Manager; Lynn Theard, Los Angeles Advertising Manager; Sandra Russell, West Mail Order; Debbie Sussman, East Mail Order

Editorial Description: Creative Ideas For Living is a visual demonstration of crafts used in home decorating, fashion sewing, creative cooking and gift giving. It is edited for the creative individual who seeks to express his/her individuality through crafts. Featured crafts include knitting, crochet, cross-stitch, and other needlecrafts, quilting, sewing, woodworking, painting, decorative finishes, crafts with natural material and more. Readers are guided step-by-step through each project, then shown how to use the finished project in a room setting, for gift giving or entertaining, or in the wardrobe. "Worth A Try," "Hot Line," "Shopping Information," etc., provide product sources plus advice for the creative

"Do-it-yourselfer."

Member: ABC
Primary SRDS Classification No. 11

Family Circle

The Family Circle, Inc.
488 Madison Avenue
New York, NY 10022
(212) 593-8000
Year founded: 1932
Published: 17x per year

Publisher: Thomas C. Redd, Senior Vice President
Advertising Director: Robert L. Neary, Vice President
Other key contacts: James Fraguera, Eastern Sales Manager; James W. Wall, Midwestern Sales Manager

Editorial Description: Family Circle is primarily a service magazine covering major areas of interest to women, such as food, home, decorating, good looks, health, child care, money management, family relationships, crafts, travel and careers. It provides ideas and information in these areas with the aim of being useful and instructive.

Member: ABC
Primary SRDS Classification No. 49

*"What we're trying to do too,
along with SELF magazine, is to
de-trivialize the role of women in
America, to de-frivolize the role
of women in America, and to
say to the women of America,
you have not been pre-assigned
a trench, nor have you been
pre-assigned a pedestal."*

*-Rep. Patricia Schroeder,
Democrat-Colorado
U.S. House of Representatives
Cannon Caucus Room
February 7, 1984*

SELF

The handbook of a new generation.

In 1983, SELF's ad revenue increased 25.6%. That's the fifth straight year SELF's ad revenue has increased by 20% or more.

SELF

The handbook of a new generation

Women's Service (continued)

Avg. Subscrip. Circ.

1 Better Homes & Gdns.	7,461,148
2 McCall's	5,568,021
3 Ladies' Home Jour.	4,283,149
4 Good Housekeeping	3,431,335
5 Redbook Magazine	3,326,445
6 Prevention	2,566,145
7 Workbasket	1,797,729
8 Parents	1,589,812
9 Creat. Ideas f. Lvng.	663,877
10 Country Living	600,905
11 Self	508,722
12 Working Mother	427,181
13 New Woman	384,598
14 Crafts Magazine	264,251
15 Family Circle	127,504
16 American Baby	89,108
17 Woman's Day	50,491
Total	33,140,421

% Chg. Sub. Circ. (1982/1983)

	(%)
1 Family Circle	159.3
2 Crafts Magazine	47.1
3 American Baby	41.3
4 Country Living	33.7
5 Working Mother	21.0
6 Workbasket	6.1
7 Prevention	5.5
8 New Woman	4.6
9 Parents	2.8
10 Creat. Ideas f. Lvng.	1.0
11 McCall's	0.8
12 Better Homes & Gdns.	-0.2
13 Self	-0.3
14 Ladies' Home Journal	-1.1
15 Woman's Day	-1.4
16 Good Housekeeping	-1.8
17 Redbook Magazine	-2.4

Net Chg. Sub. Circ. (1982/1983)

	(Subs.)
1 Country Living	151,409
2 Prevention	134,224
3 Workbasket	103,392
4 Crafts Magazine	84,582
5 Family Circle	78,334
6 Working Mother	74,283
7 Parents	43,721
8 McCall's	42,222
9 American Baby	26,054
10 New Woman	16,996
11 Creat. Ideas f. Lvng.	6,354
12 Woman's Day	-718
13 Self	-1,702
14 Better Homes & Gdns.	-14,712
15 Ladies' Home Journal	-48,432
16 Good Housekeeping	-62,421
17 Redbook Magazine	-82,970
Total	550,616

Net Chg. Newst. Circ. (1982/1983)

1 Ladies' Home Journal	104,975
2 Self	70,970
3 Country Living	62,992
4 Good Housekeeping	48,197
5 Prevention	41,573
6 McCall's	40,949
7 Crafts Magazine	25,917
8 Woman's Day	20,421
9 Parents	9,401
10 American Baby	n/a
11 Creat. Ideas f. Lvng.	-4,556
12 Workbasket	-6,895
13 Working Mother	-12,318
14 Better Homes & Gdns.	-23,759
15 Family Circle	-43,884
16 Redbook Magazine	-44,526
17 New Woman	-71,889
Total	217,968

Subscription Revenue (1000)

1 Better Homes & Gdns.	58,339
2 McCall's	54,634
3 Ladies' Home Journal	53,725
4 Good Housekeeping	42,721
5 Prevention	33,206
6 Redbook Magazine	28,354
7 Parents	16,364
8 Country Living	8,316
9 Workbasket	7,866
10 Creat. Ideas f. Lvng.	6,492
11 Self	5,874
12 New Woman	5,111
13 Working Mother	4,250
14 Crafts Magazine	3,385
15 Family Circle	1,595
16 American Baby	843
17 Woman's Day	598
Total	331,673

% Chg. Sub. Revenue (1982/1983)

	(%)
1 Family Circle	148.8
2 American Baby	58.2
3 Country Living	52.0
4 Crafts Magazine	51.7
5 Ladies' Home Journal	39.6
6 Workbasket	28.9
7 Prevention	22.8
8 Working Mother	21.1
9 Parents	14.9
10 Woman's Day	11.8
11 Good Housekeeping	8.7
12 McCall's	8.2
13 Self	7.5
14 Better Homes & Gdns.	3.5
15 Creat. Ideas f. Lvng.	3.5
16 Redbook Magazine	-2.1
17 New Woman	-4.9

Newsstand Revenue (1000)

1 Family Circle	88,409
2 Woman's Day	82,201
3 Good Housekeeping	37,339
4 Ladies' Home Journal	16,982
5 New Woman	13,548
6 McCall's	13,496
7 Self	12,168
8 Redbook Magazine	11,242
9 Better Homes & Gdns.	10,282
10 Country Living	8,535
11 Crafts Magazine	2,409
12 Prevention	2,343
13 Parents	1,874
14 Creat. Ideas f. Lvng.	900
15 Working Mother	543
16 Workbasket	331
17 American Baby	0
Total	302,602

% Chg. Newst. Rev. (1982/1983)

	(%)
1 Prevention	62.9
2 Country Living	45.1
3 Crafts Magazine	42.8
4 Creat. Ideas f. Lvng.	17.0
5 Self	16.7
6 Better Homes & Gdns.	15.2
7 McCall's	13.3
8 Woman's Day	13.1
9 Ladies' Home Journal	12.5
10 Parents	10.0
11 Good Housekeeping	7.6
12 Family Circle	5.9
13 Workbasket	2.9
14 American Baby	n/a
15 New Woman	-1.8
16 Redbook Magazine	-6.7
17 Working Mother	-24.6

n/a = not applicable
ne = not estimated

Good Housekeeping

Hearst Publications
959 Eighth Avenue
New York, NY 10019
(212) 262-5700
Year founded: 1885
Published: Monthly

Publisher: Raymond J. Petersen
Advertising Director: Gordon Semerad

Editorial Description: Good Housekeeping is edited primarily for homemakers. Interests: food, fashion, beauty, decorating, household appliances, needlecrafts, home maintenance, diet, health, interpersonal relations in and outside the home, social problems, personalities, fiction, current affairs. Regular column subjects include psychological self-help, etiquette, medicine, and consumer problems. Plus The Better Way, a special section of hard-fact information.

Member: ABC

Primary SRDS Classification No. 49

Ladies' Home Journal

Family Media, Inc.
3 Park Avenue

New York, NY 10016
(212) 340-9200
Year founded: 1883
Published: Monthly

Publisher: Robert D. Thomas
Advertising Director: Gregory W. Dunn
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: Ladies' Home Journal is edited for today's woman, addressing the challenges she actively faces in her multifaceted life. Each issue has a wide spectrum of service and feature material including food, decorating, health and diet, beauty and fashion, child care, as well as articles, fiction, reportage, book excerpts, personality profiles and interviews, and stories of human interest and personal fulfillment. Regular features include "Can This Marriage Be Saved?," "A Woman Today," "Medicine," and "Money News."

Member: ABC

Primary SRDS Classification No. 49

McCall's

The McCall Publishing Company
230 Park Avenue
New York, NY 10169

(212) 551-9500
Year founded: 1876
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Frank Zilla

Editorial Description: McCall's is edited for the contemporary woman. It keeps her up-to-date in every facet of her life—from the very personal questions of human relations to the last minute word on career, politics, finance and health. Each issue features food, beauty, fashion and home management service, fiction, book excerpts and in-depth profiles of personalities in the news.

Member: ABC

Primary SRDS Classification No. 49

New Woman

News Group Magazines
215 Lexington Avenue
New York, NY 10016
(212) 685-4386

Publisher: Pat Miller
Advertising Director: Janice Grossman
Other key contacts: Lori Zelikow, Advertising Manager; Joe Cece, Circulation Director

*This week I dieted for six days.
And cheated on the seventh.
But thanks to my favorite magazine
I gained a lot of insight and no inches.
Every month, SELF* helps me handle
the pleasures and pressures
of being a woman today.*

I BELIEVE IN MY

SELF



*The handbook of
a new generation.*

Editorial Description: New Woman is a magazine for the thinking woman. Its object is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles, career-and-love kind of life rather than the either-or—career or love—choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, humor, entertainment, beauty, fashion, travel, female pacesetters in industry and the professions.

Member: ABC

Primary SRDS Classification No. 49

Parents

Parents Magazine Enterprises
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1926
Published: Monthly

Publisher: John G. Hahn
Advertising Director: Vincent DePierro

Editorial Description: Parents is edited for young women 18-34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on the day-to-day needs and concerns of today's woman and her family. Regular departments include: Fashion, Food, Home,

Beauty, As They Grow (Eight part feature on pregnancy and birth, Child Development), Love and Marriage, Women at Work, How To, Pet Set, Money Lines.

Member: ABC

Primary SRDS Classification No. 49

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: 12x per year

Publisher: Marshall Ackerman
Other key contacts: Sy Sarnoff, Associate Publisher for Advertising; Cerf Berkley, Advertising Manager; Anne Rothschild, Eastern Sales Manager

Editorial Description: Prevention is edited for readers with a special interest in maintaining good health and achieving personal fitness. Its feature articles and departments focus primarily on healthful food products; meal planning and preparation; nutrition; skin care, body care, and other beauty aids; appliances; recreation; travel; exercise; medical topics for the lay person, based on current research findings; self-improvement; and other subjects contributing to a healthy lifestyle.

Member: ABC

Primary SRDS Classification No. 23

Redbook Magazine

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: 12x per year

Publisher: Alan M. Waxenberg
Advertising Director: Richard J. Sarno

Editorial Description: Redbook Magazine is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC

Primary SRDS Classification No. 49

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1978
Published: Monthly

Publisher: J. Kevin Madden
Advertising Director: William Abbott

CBS MAGAZINES PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



RED HOT TEST



REDBOOK'S UP 58 PAGES FIRST HALF 1984.

Wow. And ad pages are just one of the many "ups" at booming Redbook. The new Spring 1984 MRI reveals that Redbook delivers the highest HHI, education and employment index of all major women's magazines. And the lowest median age. A perfect 35.5. And that's not all. The latest ABC reports newsstand sales up 10% for the period. Redbook has captured The Juggler by creating the only magazine targeted to "baby boom" women 25 to 44, the biggest market segment of all. Come to Redbook now.

AT THE HEART OF THE BABY BOOM MARKET

Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Woman's Day

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000

Year founded: 1937
Published: 15x per year

Publisher: Thomas M. Kenney
Advertising Director: Robert Mate
Other key contacts: Gregory Coleman, National Sales Manager; Don Q. Davidson, Vice President, Associate Publisher

Editorial Description: Woman's Day is written and edited for the contemporary woman. The magazine's editorial centers around the traditional values of Home, Family, Children, Food, Health and Nutrition. How-to Beauty, Fashion and Fitness features are also part of our basic service mix. Special attention is paid to the interests of the working woman with articles focusing on Careers, Money Management, Law, Com-

puter Technology and Relationships.

Member: ABC

Primary SRDS Classification No. 49

Workbasket

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730

Year founded: 1935
Published: Monthly (except combined issues, June/July—Nov./Dec.)

Publisher: J.E. Tillotson II
Advertising Director: Bradford B. Reynolds
Other key contacts: John E. Tillotson III, President; Albert Glass, Circulation Director

Editorial Description: Workbasket editorial stresses needlework and home service features with directions for crochet, knitting, tatting, needlepoint, crewel, etc., plus special sections on cooking, home gardening, handcrafts, money-making ideas, and general homemaker interests.

Member: ABC, MPA

Primary SRDS Classification No. 49

Working Mother

The McCall Publishing Co.
230 Park Avenue
New York, NY 10069
(212) 551-9390

Year founded: 1978
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Carol J. Evans
Other key contacts: Dorothy T. Cameron, New York Sales Manager

Editorial Description: Working Mother launched a special career section last year and also introduced a special edition to be distributed by day care centers. The Working Mother "Career Section" was begun in 1983, appearing just after the table of contents. Subjects covered in the section include "Where Do I Go From Here," a discussion of major career reports; a three-page fashion-and-beauty feature; "Take Care of Yourself" health features; "Smart Money"; "Work World" and "Just For You." In-book editorial surveys provide editors with reader response and often story ideas. Last year surveys were "Where Do I Go From Here?" on career ambition, "Babies: The First Six Months," and "Latchkey Children." The Guilt Department continues to be the best read article based on reader mail. Working Mother won Magazine of the Year from The American Society of Journalists and Authors in 1983.

Member: ABC

Primary SRDS Classification No. 49

PRODUCT MARKETING

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**Helping
advertisers reach
and influence the
\$13.8 billion beauty
industry.**

The largest circulation magazine targeted to reach key decision-makers in the retailing and manufacturing segments of the beauty industry.

AS HER KIDS GROW, SO DO HER NEEDS.

Today, more than ever, mothers are called upon to make complex decisions about their children, their families, themselves. That's why so many turn to Parents for help. And why, as an advertiser, you should use Parents to sell your product. We concentrate on the 18-34 mother who buys a vast range of products for both her family and herself. Only Parents serves her special needs. Talk to her in Parents.

A unique concentration of young mothers.



AD REVENUES SMALL PART OF PICTURE...

Only 28% of market's total dollars. Subscription dollars account for 55%, newsstand revenues 17%.

Three of 7 books in market carry no ads. Obvious rule of thumb: the older the magazine's audience, the more likely the book takes ads.

Four ad vehicles achieve respectable growth, gaining 113 pages and \$3.8 million revenues.

CIRCULATION IS KING...

Six of 7 market titles have 1 million+ circs. Largest, *Seventeen*, also tops in total revenues, ad pages and dollars, newsstand dollar and unit sales.

Second largest circ book, *Highlights for Children*, does it all via subscriptions. And subs are growing, with sub revenues increasing at market-leading pace.

AND GROWTH IS STRONG...

'Teen having blast with pacesetting ad page, ad revenue growths.

Circus gives three-ring performance, nearly doubling total revenues, average circulation, newsstand sales.

Perennial favorite *Boys' Life* has solid year with strong '83 ad and subscription revenue growth.

Youth & Teen

Ad Pages

1 Seventeen	1,311
2 'Teen	650
3 Circus Magazine	361
4 Boys' Life	277
5 Highlights f. Children	0
6 Natl. Geogr. World	0
7 Sesame Street	0
Total	2,599

% Chg. Ad Pages (1982/1983)

1 'Teen	16.9
2 Boys' Life	4.9
3 Circus Magazine	0.4
4 Seventeen	0.3
5 Highlights f. Children	n/a
6 Natl. Geogr. World	n/a
7 Sesame Street	n/a

Net Chg. Ad Pages (1982/1983)

1 'Teen	94
2 Boys' Life	13
3 Seventeen	4
4 Circus Magazine	2
5 Highlights f. Children	n/a
6 Natl. Geogr. World	n/a
7 Sesame Street	n/a
Total	113

Avg. Ad Pages/Copy

1 Seventeen	109
2 'Teen	54
3 Circus Magazine	30
4 Boys' Life	23
5 Highlights f. Children	0
6 Natl. Geogr. World	0
7 Sesame Street	0

Ad Revenue

	(\$000)
1 Seventeen	25,818
2 'Teen	8,367
3 Boys' Life	3,532
4 Circus Magazine	1,074
5 Highlights f. Children	0
6 Natl. Geogr. World	0
7 Sesame Street	0
Total	38,791

% Chg. Ad Revenue (1982/1983)

1 'Teen	19.9
2 Circus Magazine	13.6
3 Boys' Life	9.6
4 Seventeen	8.4
5 Highlights f. Children	n/a
6 Natl. Geogr. World	n/a
7 Sesame Street	n/a

Net Chg. Ad Revenue (1982/1983)

1 Seventeen	1,997
2 'Teen	1,387
3 Boys' Life	309
4 Circus Magazine	128
5 Highlights f. Children	n/a
6 Natl. Geogr. World	n/a
7 Sesame Street	n/a
Total	3,821

Avg. Edit. Pgs./Copy

1 'Teen	118
2 Seventeen	85
3 Circus Magazine	61
4 Boys' Life	52
5 Natl. Geogr. World	36
6 Highlights f. Children	ne
7 Sesame Street	ne

Average Circulation

1 Seventeen	1,606,203
2 Highlights f. Children	1,556,236
3 Natl. Geogr. World	1,484,711
4 Boys' Life	1,474,738
5 Sesame Street	1,196,068
6 'Teen	1,014,621
7 Circus Magazine	286,650
Total	8,619,227

% Chg. Avg. Circ. (1982/1983)

1 Circus Magazine	76.2
2 Highlights f. Children	18.2
3 Sesame Street	8.2
4 Seventeen	7.3
5 Boys' Life	-1.6
6 'Teen	-3.5
7 Natl. Geogr. World	-10.1

Net Chg. Avg. Circ. (1982/1983)

1 Highlights f. Children	239,312
2 Circus Magazine	123,935
3 Seventeen	108,616
4 Sesame Street	90,340
5 Boys' Life	-23,510
6 'Teen	-37,258
7 Natl. Geogr. World	-167,563
Total	333,872

Avg. Newsstand Circ.

1 Seventeen	538,811
2 Sesame Street	338,444
3 'Teen	322,228
4 Circus Magazine	260,695
5 Boys' Life	0
6 Highlights f. Children	0
7 Natl. Geogr. World	0
Total	1,460,178

Total Revenue (ad rev. + circ. rev.)

	(\$000)
1 Seventeen	47,115
2 Highlights f. Children	27,234
3 'Teen	20,340
4 Natl. Geogr. World	12,546
5 Boys' Life	11,847
6 Sesame Street	11,318
7 Circus Magazine	7,668
Total	138,068

% Chg. Total Revenue (1982/1983)

1 Circus Magazine	80.1
2 Highlights f. Children	22.0
3 Boys' Life	15.3
4 Sesame Street	10.2
5 Seventeen	8.4
6 'Teen	6.5
7 Natl. Geogr. World	-10.1

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Seventeen	194
2 'Teen	172
3 Circus Magazine	91
4 Boys' Life	75
5 Natl. Geogr. World	36
6 Highlights f. Children	ne
7 Sesame Street	ne

% Chg. News. Circ. (1982/1983)

1 Circus Magazine	96.8
2 Sesame Street	2.7
3 'Teen	0.4
4 Boys' Life	n/a
5 Highlights f. Children	n/a
6 Natl. Geogr. World	n/a
7 Seventeen	-10.7

n/a = not applicable
ne = not estimated

Magazine Profiles

Boys' Life

Boy Scouts of America, Inc.
1325 Walnut Hill Lane
Irving, TX 75062
(214) 659-2362
Year founded: 1912
Published: Monthly

Publisher: J. Warren Young
Advertising Director: Joe Connolly
Other key contacts: Robert L. Goldsmith, Marketing Director

Editorial Description: Boys' Life is a general service magazine for boys, edited to their interests. Editorial content deals with Scouting, sports, amusements, hobbies, science, careers, home computers and electronic games, fiction, food, health, clothes, educational activities, etc. There are monthly columns on: bicycling, fishing, stamps and coins, magic, chess, books, ecology, movies and other topics of interest to boys.

Member: ABC, MPA

Primary SRDS Classification No. 51

Circus Magazine

Circus Enterprises Corporation
419 Park Avenue South
New York, NY 10016
(212) 685-5050
Year founded: 1969
Published: Monthly

Publisher: Gerald Rothberg
Advertising Director: Gary Victor
Other key contacts: Gary Cee, Associate Circulation Manager; Lani Zariel, Advertising Coordinator

Editorial Description: Circus Magazine is a popular music publication that covers music news and rock and roll personalities. Issues feature interview-oriented articles on contemporary musicians and personalities, with an emphasis on informative reporting. Regular columns include Front Pages and Back Pages, which present rock & roll news, Stage Pass which chronicles groups in concert and Listings, containing a comprehensive guide to upcoming groups on tours, new music books, rock on radio and TV and studio news. Each issue has a section geared specifically for the musician. Performers are interviewed with respect to their musical instruments and

playing styles. A consumer's guide to musical instrument products is also included.

Member: ABC
Primary SRDS Classification No. 33

Highlights for Children

Highlights for Children, Inc.
2300 West 5th Avenue
Columbus, OH 43216
(614) 486-0631
Year founded: 1946
Published: 11x per year

Contacts: Garry Myers, Chief Executive Officer; Walter Barbe, Editor-in-Chief; Kent Brown, Editor; Jerard Solinger, President

National Geographic World

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1975
Published: Monthly

Youth & Teen (continued)

Avg. Subscrip. Circ.	
1 Highlights f. Children	1,556,236
2 Natl. Geogr. World	1,484,711
3 Boys' Life	1,474,738
4 Seventeen	1,067,392
5 Sesame Street	857,624
6 'Teen	692,393
7 Circus Magazine	25,955
Total	7,159,049

% Chg. Sub. Circ.	
(1982/1983)	(%)
1 Seventeen	19.3
2 Highlights f. Children	18.2
3 Sesame Street	10.5
4 Boys' Life	-1.6
5 'Teen	-5.3
6 Natl. Geogr. World	-10.1
7 Circus Magazine	-14.2

Net Chg. Sub. Circ.	
(1982/1983)	(Subs.)
1 Highlights f. Children	239,312
2 Seventeen	172,942
3 Sesame Street	81,584
4 Circus Magazine	-4,279
5 Boys' Life	-23,510
6 'Teen	-38,638
7 Natl. Geogr. World	-167,563
Total	259,848

Net Chg. Newst. Circ.	
(1982/1983)	
1 Circus Magazine	128,214
2 Sesame Street	8,756
3 'Teen	1,388
4 Boys' Life	n/a
5 Highlights f. Children	n/a
6 Natl. Geogr. World	n/a
7 Seventeen	-64,327
Total	74,031

Subscription Revenue	
(\$000)	
1 Highlights f. Children	27,234
2 Seventeen	12,698
3 Natl. Geogr. World	12,546
4 Boys' Life	8,315
5 Sesame Street	7,744
6 'Teen	6,173
7 Circus Magazine	493
Total	75,203

% Chg. Sub. Revenue	
(1982/1983)	(%)
1 Highlights f. Children	22.0
2 Seventeen	19.7
3 Boys' Life	17.9
4 Sesame Street	12.1
5 Circus Magazine	2.3
6 Natl. Geogr. World	-10.1
7 'Teen	-15.5

Newsstand Revenue	
(\$000)	
1 Seventeen	8,599
2 Circus Magazine	6,100
3 'Teen	5,800
4 Sesame Street	3,574
5 Boys' Life	0
6 Highlights f. Children	0
7 Natl. Geogr. World	0
Total	24,073

% Chg. Newst. Rev.	
(1982/1983)	(%)
1 Circus Magazine	115.6
2 'Teen	20.5
3 Sesame Street	6.3
4 Boys' Life	n/a
5 Highlights f. Children	n/a
6 Natl. Geogr. World	n/a
7 Seventeen	-4.9

n/a = not applicable ne = not estimated

Sesame Street

Children's Television Workshop
One Lincoln Plaza
New York, NY 10023
(212) 595-3456
Year founded: 1971
Published: 10x-subscription, 12x-newsstand
Publisher: Nina B. Link

Seventeen

Triangle Communications, Inc.
850 Third Avenue
New York, NY 10022
(212) 759-8100
Year founded: 1944
Published: Monthly
Publisher: Frank G. Wolf
Advertising Director: Robert S. Bunge
Other key contacts: Ira S. Garey, Associate
Advertising Director; Edgar L. Harrison, Eastern
Advertising Director; Richard T. Coyne,

Western Advertising Director

Editorial Description: Seventeen is a general service magazine edited to inform and entertain America's young women. Articles, features, fiction and pictorial deal with a wide range of themes: why the high cost of clothes; problems of growing alcoholism among teen-agers; discussions of boy-girl relationships; the impact of women's liberation; etc. Regular monthly departments highlight beauty, fashion, home, food, travel and careers. Monthly columns include Relating (where reader questions are answered); Hot Lines; Free For All; Here's How; Entertainment (with an emphasis on movies, records, TV and personalities).

Member: ABC
Primary SRDS Classification No. 49

'Teen

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069

(213) 657-5100
Year founded: 1957
Published: Monthly

Publisher: Robert MacLeod
Advertising Director: Robert Brown

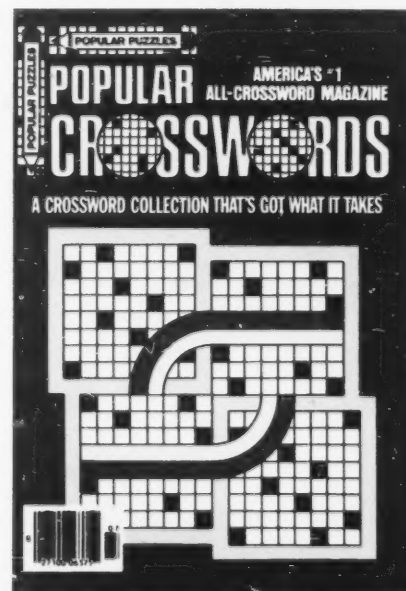
Editorial Description: Teen is a publication for active, involved 12- to 19-year-old girls. Approximately half the editorial package focuses on fashion, beauty and grooming for young women, including information on diet, exercise, current fashion trends and season-by-season beauty care. The balance of editorial material deals with topics of current concern to young people—sexuality, emotions, boy-girl relationships, health, mental and physical development, career and educational guidance and popular entertainment. Special features include advice columns—"Dear Jill," "Dear Jack," "Dear Doctor," "Dear Beauty Editor"—as well as fiction, poetry, Hollywood gossip, motion picture and TV fan information. Teen Tested Topics.

Member: ABC
Primary SRDS Classification No. 49

Figures are Folio estimates for the calendar year 1983
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CBS MAGAZINES
**PROUD OF
WHAT WE PRINT**

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED
ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY



Magazine networks

The Folio:400 is pleased to present a special listing of the major magazine networks in the United States. As in the past four years, this section provides detailed information, ranging from rate and circulation data to demographic information, on the key group buys available to magazine advertisers. There are listings for 26 magazine networks encompassing more than 140 magazines. Roughly half of these networks belong to the same parent company, whereas the other half comprises completely independent organizations. Readers of this section will find many Folio:400 publications among the networks' offerings.

Virtually all magazine networks offer discounts compared with the cost of buying the same magazines on an individual basis. But beyond that, they offer advertisers the opportunity to purchase more than one

magazine either sharing common readership demographics or sharing lifestyle editorial positions. Frequently, a network offers both of these features, as more than one lifestyle can fit the same demographic profile. Information supplied to us by participating networks indicates they position themselves more along demographic and lifestyle lines than they do on a pure price discount basis.

In 1983, the networks listed below carried more than 35,000 pages of advertising worth around \$250 million in revenue. Because magazine advertising reports do not differentiate between an ad page placed through a network buy and one placed independently, there is no way to judge how many of these pages and dollars were attributable to Folio:400 magazines. Therefore, these figures should be viewed independently. □

Air Group One

Halsey Publishing Company
12955 Biscayne Boulevard
North Miami, Florida 33181
(305) 893-1520
Year founded: 1978

Advertising Director: Larry Neiman
Other key contacts: Pam Winter, Vice President,
Marketing; Alan Winter, Advertising Sales Manager;
Joan Sukana, Advertising Administrator

Magazines available through this network:

Magazine Name	Circ.	Freq.
Delta Sky	294,000	12x
TWA Ambassador	240,000	12x
Northwest Orient	150,000	12x
Aircal	80,000	12x
Braniff	80,000	12x
Frontier	76,000	12x
Butler Skylite	25,000	12x

Combined circ. guarantee (rate base): 945,000

Total readership: 6 1/4 million

Source: CAB 1983

Discount structure:

Combination Discounts

No. of Mags	Magazine Name	Discount
7	All Magazines	10%

Frequency Discounts

Frequency	Discount	No. of Mags.
6x	5%	7
12x	10%	7
24x	14%	7

Advertising data for 1983:

- Total of network advertising pages: 1,083
- Gross network advertising billing: \$6,967,700
- % chg. in network ad pages '82/'83: +16%
- 85% of display space ran in full page units
- 90% of display space ran in full color
- 100% of display space ran 1/6 pgs. or more
- 75% of display space ran 6x or more

Syndicated research: MRI

Subscriber research available:

- Monroe Mendelsohn, Spring 1983

Readership demographics:

Scope: avg. of all magazines in network

Source: MRI, Spring 1984

A. Age breakdown:

18-24	11.8%
25-34	28.4%
35-44	24.2%
45-54	17.1%
55+	19.7%
Median Age	39.5

B. Male/female ratio

Male	57%
Female	43%

C. Household income (\$)

Under 10,000	6.1%
10,000-19,999	10.3%
20,000-24,999	6.2%
25,000-34,999	17.6%
35,000-49,999	29.6%
50,000+	30.3%
Median income	\$42,788

D. Occupation

Exec./Adm./Mgrl.	19.2%
Cler./Sales/Tech.	23.0%
Professional	17.3%
Other emp.	11.3%
Not emp.	19.5%

E. Educational level:

Less than H.S.	11.9%
H.S. grad.	21.6%
1-3 yrs. coll.	22.5%
Coll. grad.	44.0%

Marketing benefit(s) and editorial focus: Air Group One is a combination of seven Inflight Magazines in one efficient media buy, reaching all the large and medium-size consumer, business and industrial markets in the U.S. and represent-

ing service in 179 markets. The goal of AGO publications is to entertain and inform with interesting and provocative articles on Sports, Business, The Arts, Personalities, Foreign and Domestic Travel, and Human Interest Topics.

Army Times Military Group

The Army Times Publishing Company
Springfield, VA 22159
(703) 750-8126
Year founded: 1951

Advertising Director: Joseph G. Varga

Other key contacts: George Coleman, Associate Advertising Director; Nat Kornfeld, National Sales Director; Martin Stein, Manager, Washington Office; Joseph Tiernan, Manager, Chicago Office; Richard Wanderer, Manager, Los Angeles Office; Joline Wingard, Classified Advertising Manager.

Magazines available through this network:

Magazine Name	Circ.	Freq.
The Army Times	125,000	52x
The Navy Times	83,000	52x
The Air Force Times	112,000	52x
The Times Magazine (Color Supplement)	320,000	12x

Combined circ. guarantee (rate base): 320,000

Discount structure: Dollar volume discounts ranging from six percent (for expenditures of \$50,000-\$74,999) to 25 percent (expenditures of \$500,000+) available on display advertising in any combination of Times publications.

Advertising data for 1983:

- Total of network advertising pages: 5,457
- Gross network advertising billing: \$21,703,100
- % chg. in network ad pages '82/'83: +2.3%

(continued)

His pursuit of the good life doesn't end with the last exposure.



His pursuit of the good life begins even before he picks up his camera. It starts with his job. He knows what he wants and goes after it.

Active leisure means active buying

He searches for the best in life. Because nothing he does is half-hearted, including the things he buys. From cars to stereos to watches.

Reach over 9 million active men in the Ziff-Davis Magazine Network

They absorb everything they read here — ads and editorial equally. You couldn't ask for a better, more receptive audience.

Research proves their quality

Demographics alone can't measure the commitment of Network men. But they can measure their status in life and purchasing ability.

They're upscale: 50% are college educated; median age is 31; median household income is \$30,214.

They're in the market for automobiles: The Ziff-Davis Magazine Network

combination of Popular Photography, Flying, and Skiing delivers a higher concentration of men whose households own two or more cars bought new than Time, Newsweek, U.S. News and World Report, Sports Illustrated, The New Yorker, People, Playboy, Life, or Esquire.

99 ways to reach them

You can reach Network men in any one of 99 combinations of three or more Network magazines through COBRA, a special computer program that makes it easy to match your target market effectively and efficiently to the best audience mix. (Special discounts make it even more efficient.)

Your Network representative will sharpen your focus on 9 million men who really know how to live. And buy.

Jim Kupper, President, Magazine Networks
Charles Alexander, Ad Director, 212-725-7940
Anthony Coelho, Ad Manager, 212-725-8708
Steve Barry, Detroit Sales Mgr., 313-649-1950
Granville Swopes, Western Sales Mgr., 213-387-2100
Michael Salizinski, Chicago Sales Mgr., 312-346-2600
Miller & Tillman, Atlanta, 404-252-9588



The Ziff-Davis Magazine Network

Ziff-Davis Publishing Company
One Park Avenue, New York, NY 10016

Top 5 advertising categories in 1983:

Advertising Category	Ad Pages	% of Total Ad Pages
1. Life Insurance	905	16.6
2. Alcoholic Bevs.	873	16.0
3. Employment	622	11.4
4. Smoking Mtrls.	538	9.8
5. Auto Insurance	495	9.1
All others	2,024	37.1
Total	5,457	100.0

Marketing benefit(s) and editorial focus: Army Times Military Group comprises three privately published Newspapers edited separately for Army, Navy, Marine, Coast Guard and Air Force military personnel and their families. They contain career information such as pay raises, promotions, news of legislation affecting the military, housing, base activities and features of interest to military families.

The Conde Nast LTD.

Conde Nast Publications, Inc.
350 Madison Avenue
New York, New York 10017
(212) 880-8329
Year founded: 1983

Advertising Director: Grace Knipe
Other key contacts: Neil Jacobs, Director;
Norma Smith, Media Services Manager; Julie A. McGowan, Sales Representative

Magazine Name	Circ.*	Freq.
Vogue	1,143,000	12x
Vanity Fair**	260,000	12x
House & Garden	585,000	12x
Gentlemen's Quarterly	573,000	12x
Gourmet	631,000	12x

*Based on 6 month avg. circulation 12/31/83 filed with A.B.C.

**Published 10x in 1983

Combined circ. guarantee (rate base): 2,850,000
Total readership: 17,708,000
Source: MRI, Spring 1984 and publisher's estimates for Vanity Fair and House & Garden

Discount structure:
Conde Nast LTD. discounts will be earned on equal number of pages in any 3, 4 or 5 magazines within a 12-month period.

No. of Pgs.	3 Mags.	4 Mags.	5 Mags.
1 or more	—	3%	4%
3 or more	6%	8%	10%
6 or more	8%	10%	12%
9 or more	12%	14%	16%
12 or more	14%	16%	18%

Syndicated research: MRI

Readership demographics:
Scope: avg. of all magazines in network
Source: MRI and Conde Nast estimates, Spring 1984

A. Age breakdown:	
18-24	27%
25-34	28%
35-44	17%
45-54	12%
55+	17%

B. Household income (\$)	
20,000+	77%
25,000+	68%
30,000+	58%
35,000+	49%
40,000+	39%
50,000+	25%

C. Occupation	
Prof./Mgrl.	24%
Cler./Sales.	29%
D. Educational level:	
Att./Grad. Coll. +	55%
Grad. Coll. +	27%

Marketing benefit(s) and editorial focus: The Conde Nast LTD. has unlimited potential in reaching an affluent, dual-audience market with the drive and discretionary income to enhance their styles of living. The thought and taste-leader for sophisticated and successful men and women, the LTD. embraces the best in art and literature, fashion and design, and presents them in an environment of quality.

The Conde Nast Package of Women

Conde Nast Publications, Inc.
350 Madison Avenue
New York, New York 10017
(212) 880-8329
Year founded: 1983

Advertising Director: Grace Knipe
Other key contacts: Neil Jacobs, Director;
Norma Smith, Media Services Manager; Julie A. McGowan, Sales Representative

Magazine Name	Circ.*	Freq.
Vogue	1,143,000	12x
Glamour	2,276,000	12x
Mademoiselle	1,265,000	12x
Bride's	312,000	6x
Self	1,091,000	12x

*Based on 6 month avg. circulation 12/31/83 filed with A.B.C.

Combined circ. guarantee (rate base): 5,362,000

Total readership: 28,426 (Gross)
Source: MRI, Spring 1984

Discount structure:
1. Discounts will be earned on equal number of pages run in any 4 or 5 magazines within a 12-month period.

No. of Pgs.	4 Mags.	5 Mags.
3 or more	5%	8%
6 or more	6%	11%
9 or more	7%	13%
12 or more	8%	16%

2. Any advertiser running a minimum of 12 pages in each of the 5 magazines will continue to earn discounts on equal space of 18 or more pages in each of the 4 remaining magazines as follows:

No. of Pgs.	4 Mags.	5 Mags.
18 or more	11%	16%
24 or more	12%	16%
30 or more	13%	16%
36 or more	14%	16%
42 or more	15%	16%
48 or more	16%	16%

3. Any advertiser running 48 pages in each of 4 magazines with a minimum of 12 pages in the 5th magazine or 48 pages in each of 5 magazines will continue to earn a 16% discount on pages 49 and above in one or more magazines.

Market research available:
•Car Buying Study
•Conducted By: National Family Opinion
•Sample Size: 2,500

Syndicated research: Simmons, MRI

Readership demographics:
Scope: avg. of all magazines in network
Source: MRI, Spring 1984

A. Age breakdown:	
18-24	35%
25-34	27%
35-44	15%
45-54	11%
Median Age	29

B. Male/female ratio	
Male	10%
Female	90%

C. Household income (\$)	
15,000-19,999	11%
20,000+	70%
25,000+	60%
30,000+	50%
35,000+	39%
Median income	\$29,860

D. Occupation	
Prof./Mgrl.	16%
Cler./Sales.	32%

E. Educational level:	
Att./Grad. Coll. +	41%
Grad. Coll. +	17%

Marketing benefit(s) and editorial focus: The Conde Nast Package of Women delivers the most potent female market in America—nearly 25 million women of affluence and influence. Trendsetters and fashion seekers in every category from apparel to food, home entertainment to personal investments, these working women buy the Conde Nast magazines to buy from. As a result, the benefit is the ready-to-buy receptivity of its readers; the motivation along with the means to acquire the best.

East/West Network, Inc.

East/West Network, Inc.
5900 Wilshire Boulevard, Suite 800
Los Angeles, California 90036
(213) 937-5810
Year founded: 1968

Advertising Director: Frank J. Colonno
Other key contacts: Bill Cort, New York Sales Manager, 34 East 51st Street, New York, NY 10022, (212) 888-5900; Tom Knaphurst, Western/Pacific Director, Los Angeles, 5900 Wilshire Boulevard, Suite 800, Los Angeles, CA 90036, (213) 937-5810; Jonathan Stone, Mid-Atlantic Sales Manager, Washington, D.C., 218 North Lee Street, Alexandria, VA 22314, (703) 548-4114; Ms. Vaughn Erlinger, Local/Regional Account Manager, Denver, 5680 South Syracuse Circle, Suite 300, Englewood, CO 80111, (303) 779-1195; Jack Harrigan, Sales Manager, Detroit, 918 Fisher Building, Detroit, MI 48202, (313) 871-7474; Jerry Holtman, Sales Manager, Chicago, 520 North Michigan Avenue, Suite 726, Chicago, IL 60611, (312) 467-0411; Mark Crowe, Local/Regional Account Manager, St. Louis, 555 North New Ballas Road, Suite 310, St. Louis, MO 63141, (314) 567-0522; Kim Lewis, Local/Regional Account Manager, Houston, 4801 Woodway Drive, Suite 300 East, Houston, TX 77056, (713) 871-1288; Carmen Lopez, Sales Manager, San Francisco, 369 Pine Street, Suite 620, San Francisco, CA 94104, (415) 391-5484; Craig Weinbrenner, South Central, Sales Manager, Dallas, Park Central I, 7616 LBJ Freeway, Dallas, TX 75251, (214) 385-8500; Tom Tibbert, Sales Manager, Atlanta, 47 Perimeter Center North East, Suite 310, Atlanta, GA 30346, (404) 393-0255; Laura Eversole, Florida Sales Manager, Miami, Biltmore Arcade, 475 Biltmore Way, Suite 308, Coral Gables, FL 33134, (305) 443-9752

Magazines available through this network:

Magazine Name	Circ.	Freq.
United	400,000	12x
Eastern Review	300,000	12x
Pan Am Clipper	230,000	12x
USAir Magazine	190,000	12x
Republic	170,000	12x
Amtrak Express	160,000	12x
Western's World	105,000	12x
PSA Magazine	80,000	16x
Continental	50,000	12x
Ozark Magazine	50,000	12x

Combined circ. guarantee (rate base): 1,735,000
Total read rship: 8,882,000
Source: Me. delsohn 1983

Discount structure:

Combination	Discount
No. of Mags	Magazine Name
1	United, East., Pan Am
2	United, Eastern
	Other combinations*

*No discount on United or Eastern when combined with titles other than the above combinations.

Frequency Discounts

Frequency	Discount
6x	10%
12x	15%
18x	20%
24x	25%

Multiple Page Discount

Full-page spread	10%
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100 Market Buy Discount

Magazine Name	Discount
PSA, Continental, Western	
Ozark, Republic, USAir	20%

To the above 100 Market Buy, our other publications may be added with the following maximum discounts:

Magazine Name	Discount
United	10%
Eastern	10%
Amtrak	20%
Pan Am	20%
Eastern Shuttle	20%

Advertising data for 1983:

- Total of network advertising pages: 8,017
- Gross network advertising billing: \$38 million
- % chg. in network ad pages '82/'83: +6.8%

Top 4 advertising categories in 1983:

Advertising Category	Ad Pages	% of Total Ad Pages
1. Travel, Hotels, Resorts, Off. Equip.	3,415	42.6
2. EDP & Furniture	1,635	20.4
3. Business/Financial	1,371	17.1
4. General Retail	1,267	15.8
All others:	829	4.1
Total	8,017	100.0

Syndicated research: MRI

Readership demographics:

Scope: avg. of all network magazines

Source: Monroe Mendelsohn, 1983

Data collection method: mail

A. Age breakdown:

18-24	1.0%
25-34	17.5%
35-44	32.4%
45-54	24.5%
55+	24.5%
Median Age	44.6

B. Male/female ratio

Male	69.4%
Female	30.6%

C. Household income (\$)

50,000+	77.3%
Median income	\$72,398

D. Occupation

Prof./Mgrl.	74.8%
Cler./Sales	9.0%
Other emp.	2.2%
Not emp.	14.0%

E. Educational level:

Less than H.S.	2.9%
H.S. grad.	12.9%
1-3 yrs. coll.	19.3%
Coll. grad.	32.5%
Post Grad.	32.3%

F. Purchasing and ownership indicators:

- 54.2% own home valued at \$150,000+
- 61.2% own a currently valid passport
- 44.6% entertain outside the home 3+ times a month
- 23.7% drank 2+ glasses vodka past 7 days
- 31.5% own securities valued at \$100,000+
- 47.6% travelled to Europe in past 5 years
- 78.7% took 3+ business airline trips in the past year
- 81.5% rented a car in past year

Marketing benefit(s) and editorial focus: East/West Network is composed of magazines independently edited for the passengers of nine airlines and Amtrak. The magazines are aimed at the business executive and carry articles on business, travel, sports, the arts, personalities, human behavior, and leisure-time activities. East/West Network offers an advertiser the flexibility and economy to concentrate advertising efforts in one or several magazines at specially priced combination discounts.

Harvest Farm Unit

HRJ Publications
7500 Old Oak Boulevard
Cleveland, Ohio 44130
(216) 243-8100

Advertising Director: James Watrus
Other key contacts: Charles Quindlen, Senior Vice President & Publisher; Pat Maloney, Eastern Manager; Dick Scrymiger, Midwest Manager; Austin Schnacke, Western Manager

Magazines available through this network:

Magazine Name	Circ.	Freq.*
The Ohio Farmer	103,311	2x/mo.
Michigan Farmer	73,394	2x/mo.
Kansas Farmer	66,285	2x/mo.
Missouri Ruralist	68,488	2x/mo.
Pennsylvania Farmer	75,208	2x/mo.

*Except single issue June, July and December

Combined circ. guarantee (rate base): 386,686

Total readership: 386,686

Source: ABC, June 1983

Discount structure:

Unit Discounts	No. of Mags	Unit	Discount
	5	1/2 page+	5%
	5	1 page+	10%

Volume Discounts

\$ Volume	No. of Mags.	Discount
25,000- 79,999	1 or more	2%
80,000-159,999	1 or more	3%
160,000-274,999	1 or more	4%
275,000-399,999	1 or more	5%
400,000-499,999	1 or more	6%
500,000-599,999	1 or more	7%
600,000-699,999	1 or more	8%
700,000-799,999	1 or more	10%
800,000-949,999	1 or more	12%
950,000+	1 or more	14%

Consecutive Page Discount

No. of Pages	No. of Mags.	Discount
4	1 or more	4%
6	1 or more	6%
8	1 or more	8%
12	1 or more	12%

Advertising data for 1983:

- Total of network advertising pages: 351.3
- Gross network advertising billing: \$12,665,344
- % chg. in network ad pages '82/'83: -9.4%

Market research available:

- University Research—once per year minimum for each magazine.
- Harvest Research—5-9 studies on various marketing, buying intentions and readership topics.

Subscriber research available: 1983 Farm Audience Readership Measurement Service, Starch Intra Hooper, all readers, all farm categories.

Readership demographics:

Scope: avg. of all network magazines

Source: FARMS, 1983

A. Age breakdown:

25-34	12.2%
35-44	19.1%
45-54	19.3%
55+	49.3%
Median Age	53

B. Male/female ratio

Male	90%
Female	10%

C. Household income (\$)

15,000-24,999	47.4%
25,000-49,999	17.2%
50,000+	35.3%
Median income	\$23,500

D. Occupation

Prof./Mgrl.	89%
Govt.	6%
Other emp.	5%
Not emp.	1%

E. Educational level:

Less than H.S.	22.9%
H.S. grad.	52.0%
1-3 yrs. coll.	12.8%
Coll. grad.	12.2%

Marketing benefit(s) and editorial focus: All Harvest magazines are edited for the professional farmer who seeks information or state-of-the-art methods which apply to his farm. Harvest state farm magazines cover all enterprises within their states, and they are an ideal vehicle for marketers seeking total coverage of the farm market in local magazines with high readership, prestige and believability. All Harvest magazines boast over 100 years of service to farmers.

Hearst Basic Power Package

Hearst Magazines
959 Eighth Avenue
New York, New York 10019
(212) 262-5700
Year founded: 1976

Advertising Director: Judd Vear, Vice President
Other key contacts: Michelle Berman, Associate
Sales Manager; Wilnot Losee, Associate Sales
Manager

Magazines available through this network:

Magazine Name	Circ.	Freq.
Connoisseur	170,000	12x
Cosmopolitan	3,038,000	12x
Country Living	1,033,000	12x
Good Housekeeping	5,393,000	12x
Harper's Bazaar	720,000	12x
House Beautiful	864,000	12x
Popular Mechanics	1,624,000	12x
Redbook	4,019,000	12x
Science Digest	554,000	12x
Sports Afield	544,000	12x
Town & Country	371,000	12x

Supplemental Magazines

Colonial Homes	601,000	6x
Motor Boating & Sailing	142,000	12x

Combined circ. guarantee (rate base): 17,243,000
(including supplemental magazines)

Total readership: 63,129,000

Source: Simmons, 1983

Discount structure:

Package Discounts*

Full-run display page level	No. of Mags. & Discount	3	4	5 or more
12 each	5%	7%	9%	
15 each	6%	8%	10%	
18 each	7%	9%	11%	
21 each	8%	10%	12%	
24 each	9%	11%	13%	

*Package discount are in addition to individual magazine discounts

Advertising data for 1983:

- Total of network advertising pages: 1,644
- Gross network advertising billing: \$44,100,000
- % chg in network ad pages '82/'83: +24%

Syndicated research: Simmons, MRI

Subscriber research available:

- Colonial Homes Newsstand/Subscriber Study
Conducted by: Simmons, 1981
- Connoisseur Study
Conducted by: RMH Research, 1983
Question categories: travel, liquor, investments
- Harper's Bazaar Study
Conducted by: Starch INRA Hooper, 1981
Question categories: fashion, cosmetics, liquor
- Redbook Study
Conducted by: Simmons, 1983
- Science Digest Study
Conducted by: RMH Research, 1983
Question categories: liquor
- Sports Afield Study
Conducted by: RMH Research, 1981
Question categories: liquor, travel
- Town & Country Study
Conducted by: RMH Research, 1981
Question categories: liquor, travel, investments, auto
- Motor Boating & Sailing Study
Conducted by: RMH Research, 1983
Question categories: liquor, boats, travel

Readership demographics:

Scope: avg. of all network magazines
Source: Simmons, 1983

A. Age breakdown:

18-24	18.5%
25-34	25.3%
35-44	18.8%
45-49	7.1%
50-54	6.1%
55+	24.2%
Median Age	37.8

B. Male/female ratio

Male	29.1%
Female	70.9%

C. Household income (\$)

Under 10,000	14.1%
10,000-14,999	13.7%
15,000-19,999	10.1%
20,000-24,999	12.1%
25,000-34,999	20.1%
35,000-49,999	17.9%
50,000+	11.9%
Median income	\$25,789

D. Occupation

Prof./Mgrl.	18.9%
Cler./Sales	21.8%
Prof./Tech.	11.6%
Mgrl./Adm.	7.2%
Not emp.	38.8%

E. Educational level:

Less than H.S.	17.4%
H.S. grad.	44.6%
1-3 yrs. coll.	20.2%
Coll. grad.	17.8%

Marketing benefit(s) and editorial focus: The Basic Power package offers the optimum combination of magazine marketplaces for virtually any product or service. An advertiser can select from a broad mix of editorial products among the leaders in their fields. Each magazine delivers the audience and environment that will help increase advertising impact against prime marketing targets. The package also offers maximum advertising efficiency—the ability to stretch budgets and gain added reach and frequency.

Hearst Gold Power Package

Hearst Magazines
959 Eighth Avenue
New York, New York 10019
(212) 262-5700
Year founded: 1983

Advertising Director: Judd Vear, Vice President
Other key contacts: Michelle Berman, Associate
Sales Manager; Wilnot Losee, Associate Sales
Manager

Magazines available through this network:

Magazine Name	Circ.	Freq.
Colonial Homes	601,000	6x
Connoisseur	170,000	12x
Harper's Bazaar	720,000	12x
House Beautiful	864,000	12x
Motor Boating & Sailing	142,000	12x
Town & Country	371,000	12x

Combined circ. guarantee (rate base): 2,475,000
(not including Motor Boating & Sailing)

Total readership: 12,843,000

Source: Monroe Mendelsohn 1983

Discount structure:

Package Discounts*

National display page level	No. of Mags. & Discounts	3	4	5	6
1 each	—	—	6%	8%	8%
2 each	—	6%	8%	10%	
3 each	5%	7%	9%	11%	
4 each	7%	9%	11%	13%	
5 each	8%	10%	12%	14%	
6 each	9%	11%	13%	15%	

*Package discounts are in addition to individual magazine discounts

Advertising data for 1983:

- Total of network advertising pages: 186
- Gross network advertising billing: \$2,500,000

Syndicated research: Simmons, MRI

Subscriber research available:

- Colonial Homes Newsstand/Subscriber Study
Conducted by: Simmons, 1981
Question categories: automotive, investments, liquor, travel
- Connoisseur Study
Conducted by: RMH Research, 1983
Question categories: art, home improvement, liquor, travel
- Harper's Bazaar Study
Conducted by: Starch INRA Hooper, 1981
Question categories: fashion, cosmetics
- Town & Country Study
Conducted by: RMH Research, 1983
Question categories: automotive, investments, liquor, travel
- Motor Boating & Sailing Study
Conducted by: RMH Research, 1983
Question categories: auto, liquor, travel

Readership demographics:

Scope: avg. of all network magazines
Source: Monroe Mendelsohn, 1983

A. Age breakdown:

18-24	2.9%
25-34	17.4%
35-44	29.2%
45-54	21.8%
55+	28.6%
Median Age	49.1

B. Male/female ratio

Male	31.7%
Female	68.3%

C. Household income (\$)

40,000-49,999	32.9%
50,000+	67.1%
Median income	\$64,800

D. Occupation

Prof./Mgrl.	51.5%
Cler./Sales	15.9%
Prof./Tech.	14.9%
Mgrl./Adm.	36.5%
Not emp.	30.3%

E. Educational level:

Less than H.S.	3.1%
H.S. grad.	26.6%
1-3 yrs. coll.	23.8%
Coll. grad.	26.5%
Post grad.	19.2%

Marketing benefit(s) and editorial focus: The Gold Power Package delivers the top of the market, more efficiently reaching a distinctly upscale audience with six highly compelling editorial products.

Hearst Manpower Package

Hearst Magazines
959 Eighth Avenue
New York, New York 10019
(212) 262-5700
Year founded: 1981

Advertising Director: Judd Year, Vics President
Other key contacts: Michelle Berman, Associate Sales Manager; Wilmet Losee, Associate Sales Manager

Magazines available through this network:		
Magazine Name	Circ.	Freq.
Popular Mechanics	1,624,000	12x
Science Digest	554,000	12x
Sports Afield	544,000	12x

Combined circ. guarantee (rate base): 2,650,000
Total readership: 19,032,000
Source: MRI, Spring 1984

Discount structure: Package Discounts*

Combined pgs. required in 3 mags.	Minimum pgs. required in each mag.	Discount per qualified pg.
6	1	\$ 800
9	2	1,000
12	3	1,200
15	4	1,400
18	5	1,600
21	6	1,800
24	7	2,000

*Package discounts are in addition to individual magazine discounts

Advertising data for 1983:

- Total of network advertising pages: 168
- Gross network advertising billing: \$3,100,000
- % chg in network ad pages '82/'83: +107%
- Syndicated research: Simmons, MRI

Subscriber research available:

- Science Digest Study
Conducted by: RMH Research, 1983
Question categories: liquor, auto, computer
- Sports Afield Study
Conducted by: RMH Research, 1981
Question categories: liquor, travel, auto

Readership demographics:

Scope: avg. of all network magazines
Source: MRI, Spring 1984

A. Age breakdown:	
18-24	21.3%
25-34	23.9%
35-44	19.4%
45-54	15.4%
55+	20.0%
Median Age	37.5
B. Male/female ratio	
Male	79.4%
Female	20.6%
C. Household income (\$)	
Under 10,000	7.3%
10,000-14,999	8.1%
15,000-19,999	9.1%
20,000-24,999	11.6%
25,000-34,999	23.9%
35,000-49,999	25.9%
Median income	\$30,306
D. Occupation	
Prof./Mgrl.	17.3%
Cler./Sales/Tech.	14.4%
Crafts/Foremen	16.1%
Other	24.7%
Not emp.	27.4%

E. Educational level:	
Less than H.S.	20.0%
H.S. grad.	41.5%
1-3 yrs. coll.	22.5%
Coll. grad. +	15.9%

Marketing benefit(s) and editorial focus: The Manpower Package delivers the impact of a specialized men's magazine—each the editorial quality leader in its field—with the impact of a mass men's magazine.

Ivy League Magazines

Ivy League Magazines
626 Thurston Avenue
Ithaca, New York 14850
(607) 256-4121
Year founded: 1940

Chairman: Charles S. Williams, Ivy League Magazines, Ithaca

Advertising contacts: The Mortimer Berkowitz Co., National Sales Representative, (212) 753-9740; Steve Ganak, New England Sales Representative, (617) 542-6919

Magazines available through this network:		
Magazine Name	Circ.	Freq.
Brown Alumni Monthly	55,000	9x
Columbia Magazine	57,000	6x
Cornell Alumni News	27,000	10x
Dartmouth Alumni Mag.	40,000	9x
Harvard Bus. School Bulletin	50,000	6x
The Pennsylvania Gazette	71,000	8x
Princeton Alumni Weekly	48,000	20x
Yale Alumni Mag. & Jour.	71,000	9x

Total readership: 1,050,000
Source: Publisher's estimate

Discount structure:

Frequency Discounts	
Frequency	Discount
3x	5%
5x	10%

Multiple Page Discount

No. of Pages	Discount
3	5%
5	10%

Direct Marketing Discount

Resort, Travel, etc. 15%

Subscriber demographics:

Scope: specific combination of Brown, Columbia, Cornell, Dartmouth, Harvard Business School, Pennsylvania, Princeton and Yale
Source: Harvard Business School, May 1981
Sample size: 1,475
Data collection method: Mail

A. Age breakdown:	
18-24	4.1%
25-34	18.6%
35-44	19.4%
45-54	20.2%
55+	37.7%
Median Age	49
B. Male/female ratio	
Male	84.5%
Female	15.5%
C. Household income (\$)	
10,000-19,999	9.5%
20,000-24,999	14.0%
25,000-34,999	11.2%
35,000-49,999	16.5%
50,000+	48.8%
Median income	\$58,000

D. Occupation	
Mgr./Adm.	37.5%
Prof./Tech.	41.2%
Other	21.3%

E. Educational level:	
1-3 yrs. coll.	2.8%
Coll. grad.	92.7%
Post. Grad.	78.1%

F. Purchasing and ownership indicators:

- 90.5% own or lease a car.
- 64.9% own or lease 2 or more cars.

Marketing benefit(s) and editorial focus: The Ivy League Magazines reflect and report the vitality of the people and the institutions that set the intellectual and technological tone for the nation ... perhaps the world. They reach a significant segment of the wealthiest, most influential men and women in the marketplace ... the Ivy League affluentials. Whether you have a product or service to sell or a corporate message to tell, your Ivy advertising will tap the loyalty and affection which binds virtually all graduates to the university they attended. This is the same factor responsible for the remarkable fund-raising attainments of these prestigious institutions in recent years.

The Leadership Network

The Leadership Network
254 Fifth Avenue
New York, New York 10001
(212) 684-5500
Year founded: 1977

Advertising Director: R. F. Sennott, Jr., Pres.

Magazines available through this network:

Magazine Name	Circ.	Freq.
Across the Board	36,000	11x
Columbia Journalism Rev.	33,000	6x
Commentary	45,000	12x
Foreign Affairs	88,000	5x
National Review	100,000	25x
Technology Review	75,000	8x
The New Republic	95,000	48x
The NY Review of Books	120,000	21x

Combined circ. guarantee (rate base): 592,000 ('84)

Discount Structure:

No. of Mags	Discount
8	20%
4-7	20%

Advertising data for 1983:

- Total of network advertising pages: 800
- Gross network advertising billing: \$2 million
- % chg. in network ad pages '82/'83: +10%
- 95% of display space ran in full page units
- 60% of display space ran in full color
- 100% of display space ran 1/6 pgs. or more
- 50% of display space ran 6x or more

Top 4 advertising categories in 1983:

Advertising category	% of Total Ad Pages
1. Corporate	75.1
2. Automotive	10.1
3. Liquor	5.1
4. Tobacco	5.1
All others	5

Syndicated research: Simmons, MRI

Subscriber research available:

- Primary Audience Study, Sept. 1982
- Sample Size: 500
- Question categories: demographics, TV viewing, home ownership, dining, alcoholic beverages, automotive, leisure, civic, travel, charge privileges, A/V equipment, investments, business.

Subscriber demographics:

Scope: avg. of all network magazines (primary audience)

Source: Don Bowdren, June 1982

A. Age breakdown:

18-24	8%
25-34	26%
35-44	19%
45-54	17%
55+	30%
Median Age	43

B. Male/female ratio

Male	64%
Female	36%

C. Household income (\$)

Under 10,000	3%
10,000-14,999	5%
15,000-19,999	4%
20,000-24,999	8%
25,000-34,999	14%
35,000-49,999	21%
50,000+	46%
Median income	\$47,000

D. Occupation

Prof./Mgrl.	25%
Cler./Admin.	6%
Govt.	8%
Other emp.	49%
Not emp.	12%

E. Educational level:

Less than H.S.	1%
H.S. grad.	5%
1-3 yrs. coll.	13%
Coll. grad.	36%
Post grad.	46%

Marketing benefit(s) and editorial focus: America's premier magazines of public affairs, the arts, sciences, communications and business combined as a network to offer the advertiser an exceptional market of over 592,000 subscribers. Each magazine brings to the network distinctive editorial comment and each reaches an unduplicated segment of influential people.

Macfadden Women's Group

Macfadden Women's Group, Inc.
215 Lexington Avenue
New York, New York 10016
(212) 340-7500

Advertising Director: John J. Fitzpatrick, Senior V.P./Publisher

Other key contacts: Richard Minnis, Mid-West Advertising Manager; Win Case, Maureen McGroarty, Mid-West Account Managers, 500 North Michigan Ave., Suite 1530, Chicago, IL 60611, (312) 670-4470; Sid Bender, Arline Finnerty, Irene Kominsky, Tom Vought, East Coast Account Managers, 215 Lexington Ave., New York, NY 10016, (212) 340-7500; Ma. Gerry Kreger, West Coast Manager, 922 Crenshaw Blvd., Los Angeles, CA 90019, (213) 932-1742; Robin Williams, Mail Order Manager, 215 Lexington Ave., New York, NY 10016, (212) 340-7587

Magazines available through this network:

Magazine Name	Circ.	Freq.
True Story	1,540,000	12x
True Romance*	**	12x
True Experience*	**	12x
True Confessions*	**	12x
True Love*	**	12x
Secrets*	**	12x
Modern Romances*	**	12x

*These six magazines are available only as part of the Macfadden Women's Group.

**Total circulation of the Macfadden Women's Group: 960,000

Combined circ. guarantee (rate base): 2,500,000 (effective 7/84)

Total readership: 10,926,000 (prototyped on True Story audience)

Source: Simmons, 1984

Discount structure:

Multiple Page Discounts

No. of Pgs.*	Discount
3	3
6	5
12	10
18	15
24	20
30	25

*Pages or equivalent space

Other discounts: Beyond 30 pages discount is 1% for 3 pages. Maximum discount is 35%.

Advertising data for 1983:

*Total of network advertising pages: 2,672 (MWG: 2,605.17; True Story: 66.84)

*Gross network advertising billing: \$15,792,450

*% chg. in network ad pages '82/'83: +9%

Top 5 advertising categories in 1983:

Advertising Category	Pages	Ad % of Total Pages
1. Toil. & Cosmetics	135.68	19
2. Ciga., Tobacco	99.61	14
3. Drugs & Remedies	91.90	13
4. Food & Food Prod.	67.05	10
5. Bus. & Cons. Serv.	42.88	6
All others	269.73	38
Total	706.55	100

Syndicated research: Simmons, MRI (True Story only)

Readership demographics:

Scope: True Story Women Readers

Source: Simmons, 1984

A. Age breakdown:

18-24	27.1%
25-34	26.2%
35-44	15.1%
45-54	13.3%
55+	18.3%
Median Age	33.4

B. Male/female ratio

Female	85.1%
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C. Household income (\$)

Under 10,000	31.8%
10,000-14,999	21.6%
15,000-19,999	13.0%
20,000-24,999	9.0%
25,000-29,999	6.4%
30,000-39,999	10.3%
40,000+	8.0%
Median income	\$14,091

D. Occupation

Prof./Mgrl.	1.1%
Cler./Admin.	17.3%
Other emp.	21.7%
Not emp.	59.8%

E. Educational level:

Less than H.S.	40.7%
H.S. grad.	47.9%
1-3 yrs. coll.	10.1%
Coll. grad.	1.4%

Marketing benefit(s) and editorial focus: Macfadden Women's Group magazines are edited as full-service magazines for the young working class

woman and its stories reflect her world. In addition to story editorial, regular service features include recipes and food preparation, beauty and grooming, home management, child care, personal advice columns and health articles.

Media Networks, Inc. (MNI)

Media Networks, Inc.
600 Third Avenue
New York, New York 10016
(212) 661-4800
Year founded: 1968

Advertising Contact: Roger Treese, Marketing Operations Manager, (212) 309-1703

Media Networks (MNI) sells and prints local advertising pages that are bound into groups of compatible national magazines in almost 150 metropolitan areas around the country. These pages, which take the form of four-page inserts, appear as an integral part of the magazine, indistinguishable from national advertising, but run only in local advertiser's trading area, which Media Networks defines through use of the Zip Code System.

Networks included in MNI:

•Business Network—Newsweek, Sports Illustrated, Time, U.S. News & World Report, Dun's Business Month, Money, Nation's Business

•City News Urban Network—Newsweek, Sports Illustrated, Time

•Executive Network—Dun's Business Month, Inc., Nation's Business, U.S. News & World Report

•Home Network—Better Homes & Gardens, House Beautiful, Metropolitan Home

•News Network—Newsweek, Sports Illustrated, Time, U.S. News & World Report

•Suburban Network—Newsweek, Sports Illustrated, Time, U.S. News & World Report

•Men's Military Network—Sports Illustrated, Time, U.S. News & World Report, Car & Driver, Sport, Modern Photography, Stereo Review, Computers and Electronics, Skiing, Cycle

•Women's Military Europe & Pacific Network—Family Circle, Ladies' Home Journal, McCall's, Woman's Day

•Reader's Digest Military Overseas Network

•Penthouse Military Europe & Pacific Network

Discount structure:

•Any advertiser purchasing 3 or more insertions during a contract year in any combination of Media Networks may apply the following discounts to the 3x frequency rate in each market:

Multiple Page Discounts

No. of pgs.	3	6	12	18	24	36	48	60	72	84
Discount (%)	0	5	10	12	13	14	15	16	17	18

No. of pages	96	108	120	132	144	156	168
Discount (%)	19	20	21	22	23	24	25

Top 5 advertising categories in 1983:

Advertising Category	Pages	Ad % of Total Pages
1. Financial	2,145	21.0
2. Insurance	678	6.6
3. Off. Equip./Computers	618	6.1
4. Real Estate	522	5.1
5. Travel	521	5.1
6. Other	5,720	56.1
Total	10,204	100.0

Market research available: LNA, PIB, SMM, Market Statistics

Syndicated research: Simmons (magazines within Media Networks are measured individually by Simmons and/or MRI)

Marketing benefit(s) and editorial focus: Media Networks sells local advertising in combinations of national business and consumer magazines enabling the local or regional marketer to impact their magazine advertising message to upscale audiences in selected demographic, geographic clusters within 202 network markets.

Media Networks is a predefined Media mix with overwhelming promotional and merchandising benefits drawn from an identification with groups of prestigious national publications.

Business Network (MNI)

A. Age breakdown:	
18-24	19.9%
25-34	26.1%
35-44	18.8%
45-54	13.9%
55+	21.3%
Median Age	37.0
B. Male/female ratio	
Male	60.4%
Female	39.6%
C. Household income (\$)	
Under 10,000	9.6%
10,000-14,999	11.2%
15,000-19,999	9.4%
20,000-24,999	11.0%
25,000-34,999	20.5%
35,000-49,999	21.0%
50,000+	17.2%
Avg. income	\$37,337
D. Occupation*	
Prof./Mgrl.	28.5%
Cler./Admin.	11.2%
Govt.	13.5%
Other emp.	32.0%
Not emp.	29.7%
E. Educational level:	
Less than H.S.	13.1%
H.S. grad.	34.0%
1-3 yrs. coll.	23.4%
Coll./post grad.	29.6%

*Percentages add to well over 100% because of overlap for several categories.

City News Urban Network (MNI)

A. Age breakdown:	
18-24	19.2%
25-34	25.7%
35-44	18.3%
45-54	14.0%
55+	22.9%
Median Age	37.8
B. Male/female ratio	
Male	57.1%
Female	42.9%
C. Household income (\$)	
Under 10,000	9.4%
10,000-14,999	11.0%
15,000-19,999	9.2%
20,000-24,999	10.0%
25,000-34,999	19.9%
35,000-49,999	22.1%
50,000+	18.3%
Avg. income	\$38,066

D. Occupation*	
Prof./Mgrl.	29.9%
Cler./Admin.	11.3%
Govt.	14.0%
Other emp.	30.0%
Not emp.	30.2%
E. Educational level:	
Less than H.S.	12.5%
H.S. grad.	32.4%
1-3 yrs. coll.	23.8%
Coll./post grad.	31.4%

*Percentages add to well over 100% because of overlap for several categories.

Executive Network (MNI)

A. Age breakdown:	
18-24	12.3%
25-34	23.5%
35-44	23.0%
45-54	16.8%
55+	24.5%
Median Age	41.1
B. Male/female ratio	
Male	59.5%
Female	40.5%
C. Household income (\$)	
Under 10,000	6.2%
10,000-14,999	6.9%
15,000-19,999	7.8%
20,000-24,999	8.7%
25,000-34,999	19.0%
35,000-49,999	24.5%
50,000+	26.9%
Avg. income	\$47,984
D. Occupation*	
Prof./Mgrl.	39.9%
Cler./Admin.	10.7%
Govt.	11.0%
Other emp.	24.9%
Not emp.	27.4%
E. Educational level:	
Less than H.S.	9.0%
H.S. grad.	25.5%
1-3 yrs. coll.	22.6%
Coll./post grad.	43.0%

*Percentages add to well over 100% because of overlap for several categories.

Home Network (MNI)

A. Age breakdown:	
18-24	11.0%
25-34	22.4%
35-44	21.5%
45-54	14.7%
55+	30.5%
Median Age	42.6
B. Male/female ratio	
Male	20.1%
Female	79.9%

C. Household income (\$)	
Under 10,000	13.8%
10,000-14,999	13.4%
15,000-19,999	10.1%
20,000-24,999	11.8%
25,000-34,999	20.6%
35,000-49,999	18.2%
50,000+	12.0%
Avg. income	\$31,011

D. Occupation*	
Prof./Mgrl.	19.9%
Cler./Admin.	14.8%
Govt.	11.5%
Other emp.	22.7%
Not emp.	43.5%

E. Educational level:	
Less than H.S.	19.4%
H.S. grad.	44.1%
1-3 yrs. coll.	19.0%
Coll./post grad.	17.5%

*Percentages add to well over 100% because of overlap for several categories.

News Network (MNI)

A. Age breakdown:	
18-24	20.7%
25-34	26.3%
35-44	18.7%
45-54	13.4%
55+	20.8%
Median Age	36.5
B. Male/female ratio	
Male	61.1%
Female	39.8%
C. Household income (\$)	
Under 10,000	9.7%
10,000-14,999	11.5%
15,000-19,999	9.4%
20,000-24,999	11.0%
25,000-34,999	20.5%
35,000-49,999	21.1%
50,000+	16.7%
Avg. income	\$36,689
D. Occupation*	
Prof./Mgrl.	28.2%
Cler./Admin.	11.0%
Govt.	13.9%
Other emp.	32.6%
Not emp.	29.5%
E. Educational level:	
Less than H.S.	13.3%
H.S. grad.	34.3%
1-3 yrs. coll.	23.4%
Coll./post grad.	29.1%

*Percentages add to well over 100% because of overlap for several categories.

Metro Home & Garden Magazines

Metro Home & Garden Magazines
Bayland Publishing, Inc.
5615 Kirby Driver, #600
Houston, Texas 77005
(713) 524-3000
Year founded: 1978
Advertising Director: Barbara Wood, VP

Magazine Networks (continued)

Other key contacts: Susan Deaner, Advertising Manager of Houston Home & Garden; Jeanne Milligan, Advertising Manager of Dallas-Fort Worth Home & Garden

Magazines available through this network:

Magazine Name	Circ.	Freq.
Houston Home & Garden	85,000	12x
Dallas-Fort Worth Home & Garden	62,300	12x

Combined circ. guarantee (rate base): 147,000

Discount structure:

Combination Discounts

No. of Mags	Discount
2	10%

Frequency Discounts

Frequency	Discount	No. of Mags.
1	10%	2
4	10%	2
6	10%	2
12	10%	2

Advertising data for 1983:

- Total of network advertising pages: 2,112.12
- Gross network advertising billing: \$7,372,090.95
- % chg. in network ad pages '82/'83: +10.08%

Top 5 advertising categories: home furnishings, real estate, food, liquor, tobacco, travel, cosmetics, fragrance

Subscriber research available:

- 1981 Demographic study
- Conducted by: Don Bowdren Associates
- Sample size: 550
- Question categories: travel, liquor, remodeling, clothing, landscaping, decorating, fragrance, cosmetics, entertaining, dining, recreation, automotive, jewelry, home entertainment, investments, art and antiques, household furnishings.

Readership demographics:

Scope: avg. of all network magazines
Source: Don Bowdren & Associates, 1981

A. Age breakdown:

18-24	6.3%
25-34	27.9%
35-44	25.2%
45-54	17.1%
55+	24.5%
Median Age	40.6

B. Male/female ratio

Male	34.2%
Female	65.8%

C. Household income (\$)

Under 10,000	0.4%
10,000-14,999	1.7%
15,000-19,999	2.7%
20,000-24,999	4.1%
25,000-34,999	12.0%
35,000-49,999	18.9%
50,000+	60.2%
Median income	\$59,950

D. Occupation

Prof./Mgrl.	30%
Cler./Admin.	38%
Govt.	2%

E. Educational level:

Less than H.S.	2.2%
H.S. grad.	17.7%
1-3 yrs. coll.	30.7%
Coll. grad.	24.1%
Post grad.	25.3%

Marketing benefit(s) and editorial focus: The editorial features of Houston Home & Garden and Dallas-Fort Worth Home & Garden encompass design, dining and entertaining, gardening, travel, health and beauty. The focus of both magazines is to provide the reader with information on improving their domestic lives. This allows advertisers to reach a very affluent audience in both markets within a compatible editorial environment in a quality produced magazine.

Metro Magazines

METROCORP

420 Lexington Avenue, Suite 2012
New York, New York 10170
(212) 972-1157

Advertising Director: R.B. Phillips III, VP/Sales

Other key contacts: Pamela Ciccone, National Sales Manager; Gigi Fava, Account Executive; Nancy Putkoski, Account Executive; Cathy Armandroff, Account Executive

Magazines available through this network:

Magazine Name	Circ.	Freq.
Boston Magazine	110,000	12x
Cleveland Magazine	55,000	12x
D Magazine	80,000	12x
Denver Magazine	20,000	12x
Houston City Magazine	60,000	12x
Louisiana Life Magazine	46,000	6x
Milwaukee	27,000	12x
Monthly Detroit	50,000	12x
Minneapolis/St. Paul	44,000	12x
New Jersey Monthly	95,000	12x
New Mexico Magazine	84,000	12x
Pittsburgh Magazine	53,000	12x
Philadelphia Magazine	140,000	12x
St. Louis Magazine	40,000	12x
San Francisco Magazine	50,000	12x
Tampa Bay Monthly	25,000	12x

Combined circ. guarantee (rate base): 979,000

Total readership: 7,127,120

Source: MRI Spring 1984

Discount structure:

Combination Discounts

No. of mags	Magazine name	Discount
2	Houston City, D Mag.	5%
4 or more	Metro Mags. Discount	5%
5 or more	CRMA* Discount	Variable
*City & Regional Magazine Association		

Advertising data for 1983:

- Total of network advertising pages: 1,615.94
- Gross network advertising billing: \$4,421,303
- % chg. in network ad pages '82/'83: +114.25%

- 60% of display space ran in full page units
- 60% of display space ran in full color
- 100% of display space ran 1/6 page or more
- 50% of display space ran 6x or more

Top 4 advertising categories in 1983:

Advertising Category	Ad Pages	% of Total Ad Pages
1. Liquor	300	18.5
2. Retail/Fashion	275	17.0
3. Cigarettes	260	16.0
4. Fragrance	175	10.8

Market research available:

- Conducted by: MRI, Spring 1984
- Sample size: varies with market categories

Syndicated research: MRI

Subscriber research available:

- Primary Audiences of City and Regional Magazines
- Conducted by: Don Bowdren, 1983
- Sample size: 11,128 primary households
- Question categories: travel, liquor, auto, dining, entertaining, sports, home decoration, homes

Readership demographics:

Scope: composite figures of 25 city and regional magazines

Source: Don Bowdren, 1983

A. Age breakdown:

18-24	8.5%
25-34	22.4%
35-44	23.3%
45-54	17.7%
55+	28.1%
Median Age	42.9

B. Male/female ratio

Male	46.7%
Female	53.3%

C. Household income (\$)

Under 10,000	2.2%
10,000-14,999	2.6%
15,000-19,999	3.8%
20,000-24,999	6.5%
25,000-34,999	14.1%
35,000-49,999	22.3%
50,000+	48.5%
Median income	\$48,998

D. Occupation

Prof./Mgrl.	68.1%
Cler./Admin.	2.6%
Govt.	9.4%
Not emp.	0.9%

E. Educational level:

1-3 yrs. coll.	54%
Coll. grad.	21.7%

Marketing benefit(s) and editorial focus: Metro Magazines is comprised of metropolitan magazines. Each magazine is edited to provide useful coverage of life in its own metropolitan area. The magazines focus on topical, in-depth regional reporting of politics, business trends, area newsmakers, metropolitan planning, and sociological currents, as well as transportation, travel, finance, the arts, shopping, lifestyle, wining and dining, humor and monthly events.

Petersen Action Group

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Year founded: 1976

Advertising Director: Floyd Sembler

Other key contacts: Ralph Panico, Western Ad Director; Bill Walker, Midwestern Ad Director; James J. Rainsford, Eastern Ad Director

Magazines available through this network:

Magazine Name	Circ.	Freq.
4-Wheel & Off Road*	225,000 (7/84)	12x
Car Craft	400,000 (1/84)	12x
Guns & Ammo	475,000 (1/84)	12x
Hot Rod	800,000 (1/84)	12x
Hunting	275,000 (1/84)	12x
Motor Trend	750,000 (1/84)	12x
Motorcyclist	225,000 (1/84)	12x
Photographic	275,000 (1/84)	12x
Pickups & Mini-Trucks	150,000 (1/84)	12x
Skin Diver	200,000 (1/84)	12x
Circle Track**	100,000	12x
Dirt Rider**	100,000	12x
Sports Car Graphic**	125,000	12x
Sea**	50,000	12x

*4-Wheel & Off-Road's rate base 1/6/84 was 200,000

**Discounts for these magazines differ from other PAG magazines. For details see "Discount Structure" below.

Magazine Networks (continued)

Combined circ. guarantee (rate base): 3,775,000 (10 titles)
 Total readership: 29,429,000
 Source: MRI Spring 1984

Discount structure:

- A PAG discount is available to any General Rate advertiser who runs a minimum of two (2) pages in each of three (3) titles (6 pages) during a 12-issue contract year.
- PAG discounts are earned in lieu of all other discounts based on the cumulative number of pages run in all eligible titles.
- Circle Track/Dirt Rider/Sports Car Graphic/Sea: An existing PAG advertiser may apply any earned PAG discount to space in these 4 mags. Minimum requirement for each title is 2 pages. Individual space in these magazines does not contribute to PAG discounts.

Multiple Page Discounts

No. of pgs.	6	12	18	24	36	48	60
Discount (%)	5	8	10	11	13	15	17

No. of pages	75	100	150	250	350	400	450
Discount (%)	19	20	21	22	23	24	25

Advertising data for 1983:

- Total of network advertising pages: 1,751
- Gross network advertising billing: \$22,101,596
- % chg. in network ad pages '82/'83: +6.1%
- 95% of all display space ran in full page units
- 90% of display space ran in full color

Syndicated research: MRI

Readership demographics:

Scope: avg. of all network magazines
 Source: MRI, Spring 1984

A. Age breakdown:

18-24	31.9%
25-34	31.2%
35-49	22.3%
50+	14.5%
Median Age	30.8

B. Male/female ratio

Male	79.2%
Female	220.8%

C. Household income (\$)

Under 10,000	8.5%
10,000-14,999	8.1%
15,000-19,999	10.5%
20,000-24,999	10.5%
25,000+	62.5%
50,000+	15.3%
Median income	\$30,370

D. Occupation

Prof./Mgrl.	14.1%
Cler./Admin.	16.3%
Govt.	11.3%
Other emp.	29.3%
Not emp.	24.7%

E. Educational level:

Less than H.S.	55.1%
H.S. grad.	44.9%
1-3 yrs. coll.	20.6%
Coll. grad.	6.3%
Post grad.	11.2%

Marketing benefit(s) and editorial focus: Petersen Action Group is edited for nine enthusiast special-interest markets... enthusiasts who actively participate in various areas of auto performance, racing and how-to's, motorcycling, off-roading and skin diving, boating, hunting and photography.

Ziff-Davis Magazine Network

Ziff-Davis Publishing Company

1 Park Avenue
 New York, New York 10016
 (212) 503-4900

Year founded: 1958

Advertising Director: Charles Alexander

Other key contacts: James Kopper, President; Anthony Coelho, Advertising Manager; Walt Kuenstler, Marketing Director; James Giraldez, Sales Development Manager

Magazines available through this network:

Magazine Name	Circ.	Freq.
Boating	190,000	12x
Car & Driver	900,000	12x
Cycle	425,000	12x
Flying	330,000	12x
Popular Photography	925,000	12x
Skiing	430,000	7x
Stereo Review	575,000	12x

Combined circ. guarantee (rate base): 3,775,000 (effective 1/85)

Total readership: 11,530,000

Source: Simmons, 1983

Discount structure:

Combination Discounts

No. of Mags.	Magazine Name	Discount
7	All mags. in network	36%
6	Car & Driver not included	35%
5	Car & Driver, Skiing not included	33%
4	Boating, Flying, Stereo Review, Cycle	29%
3	Boating, Flying, Stereo Review	25%

Other discounts: furnished upon request (frequency, multiple page, etc.)

Advertising data for 1983:

- Total of network ad pgs.: 1,111

Top 5 advertising categories in 1983:

Advertising Category	Ad Pages	% of Total Ad Pages
1. Tobacco	490	44
2. Automotive	332	30
3. Alcoholic Bevs.	102	9
4. Electronics/Photog.	97	9
5. Mail Order	70	2
All others	20	2
Total	1,111	100.0

Market research available:

• Ziff-Davis has an ongoing program of research in the boating, aviation, automotive, audio, photography, skiing and motorcycle markets. Results available on request.

Syndicated research: Simmons, MRI

Subscriber research available:

• Ziff-Davis has an ongoing program of subscriber research. Demographic and lifestyle data on subscribers to Ziff-Davis Magazine Network titles are available upon request.

Readership demographics:

Scope: avg. of all network magazines
 Source: Simmons, 1983

A. Age breakdown:

18-24	32%
25-34	27%
35-54	30%
55+	11%
Median Age	31.1

B. Male/female ratio

Male	77%
Female	23%

C. Household income (\$)

Under 15,000	19%
15,000-19,999	11%
20,000-24,999	12%
25,000-34,999	19%
35,000-49,999	20%
50,000+	19%
Median income	\$29,621

D. Occupation

Prof./Mgrl.	24%
-------------	-----

E. Educational level:

1-3 yrs. coll.	26%
Coll. grad./Post grad.	25%

Marketing benefit(s) and editorial focus: The Ziff-Davis Magazine Network is comprised of seven special-interest magazines. The Ziff-Davis Magazine Network reaches 11 million active leisure enthusiasts—the common denominator—a sociable, active lifestyle. The Network's flexibility allows an advertiser the opportunity of buying any of 99 combinations, of three or more titles, which best fits his marketing objectives. Substantial discounts are available to marketers willing to direct their messages to this premier group of young, educated and affluent consumers and trendsetters.

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
 POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

His pursuit of the good life doesn't end at dockside



His pursuit of the good life starts with his profession. He's a striver. He knows what he wants and what it takes to get it. And, as he dedicates himself to his job, he immerses himself in his active leisure.

A man into boating is into fine living.

His zest for life carries into everything he does, everything he buys. From his expensive clothes to his expensive cars and vacations.

Over 9 million men are into living in the Ziff-Davis Magazine Network.

Here they're involved in an environment they trust. Whether it's boating, skiing or photography, Magazine Network men are deeply interested in everything they read — editorial and advertising.

Research proves their quality

Demographics alone can't measure the commitment of Network men. But they can measure their status in life and purchasing activity.

They're upscale: 50% are college educated; median age is 31; median household income is \$30,214.

They're in the market for liquor:

The Network combination of Boating, Flying, and Skiing delivers a higher concentration of men who bought liquor by the case in the last 12 months than Time, Newsweek, Sports Illustrated, U.S. News, The New Yorker, Money, Life, Playboy, Penthouse, or Esquire.

99 ways to target your market

99 combinations of three or more Network magazines can be evaluated through a special computer program called COBRA, making it easy and efficient to tailor your target market to our best audience mix. (Special discounts make it even more efficient.)

The good life is a good buy

Now that you know a little about Network men, contact your Network representative who will put you in touch with over 9 million men who really know how to live. And buy.

Jim Kopper, President, Magazine Network
Charles Alexander, Ad Director, 212 725-7940
Anthony Coelho, Ad Manager, 212 725-8708
Tony Johnson, Dir. of Alcoholic Bev. Advertising, 212 725-7601
Steve Barry, Detroit Sales Mgr., 313-649-1950
Granville Swope, Western Sales Mgr., 213-387-2100
Michael Salzinski, Chicago Sales Mgr., 312-346-2600
Miller & Tillman, Atlanta, 404-252-9588



The Ziff-Davis Magazine Network

Ziff-Davis Publishing Company
One Park Avenue, New York, NY 10016

Sales Tales and Business Fables. Wherein Dempsey and Marino Explore the Current State of the Business Press.

The peacock who sits on his tailfeathers is just another turkey.

What's your point?

Very simply that if a peacock doesn't show his plumage, it's difficult to know what he really is.

Sort of like the advertiser who turns his advertising on and off?

That's right.

But how do you get a peacock off his tailfeathers?

By showing him that if he keeps looking like a turkey and acting like one, he's going to get gobbled up. And the same is true for companies that hide their assets. Sooner or later they're mistaken for turkeys, too.

Wouldn't you say that more and more CEO's are coming to realize that advertising is vital to business success?

Not enough of them, yet. There is still a tendency to cut advertising during business downswings and increase it during business upswings.

But research studies document that companies maintaining advertising budgets during recession years, rather than cutting them off, have better sales and profits than their competitors who cut their budgets in

those years.

Not only that, research also shows us that companies which spend more for advertising have lower sales costs than their competitors who spend less for advertising.

There is one additional point worth making. And that is?

It's been proven that when you advertise in the leading magazines in a market,

you get better return on your advertising investment. Better return in readership. Better return in company and product recognition. Better sales leads. And better conversion of sales leads into sales.

I have a feeling you're leading up to something.

You're right. I'm leading up to the fact that Penton/IPC publishes leading magazines in all the markets it covers. Of the twenty-seven Penton/IPC publications, twenty are the undisputed leaders in advertising pages and/or advertising revenues in the fields they serve. And four of the remaining seven are so close to their competitors you would have to call them toss-ups.

You're certainly one peacock who isn't sitting on his tailfeathers.

What! And be mistaken for a turkey?

Moral: The business press is the place to let people know who you are, what you make, and how you can help them solve problems.



Tom Dempsey, Chairman

Sal Marino, President

Penton/IPC

One Great Communications Company

Penton/IPC Publications: Air Transport World • Chemical Engineering Catalog • Computer-Aided Engineering • Contracting Business • Foundry Management & Technology • Government Product News • Handling & Shipping Management • Heating Piping Air Conditioning • Hydraulics & Pneumatics • Industry Week • Lodging Hospitality • Machine Design • Material Handling Engineering • Materials Engineering • Modern Office Technology • New Equipment Digest • Occupational Hazards • Penton Executive Network • Power Transmission Design • Precision Metal • Production Engineering • Progressive Architecture • Restaurant Hospitality • School Product News • Used Equipment Directory • Welding Design & Fabrication • The Welding Distributor • Penton Plaza, Cleveland, Ohio 44114.

1983 revenue story is a happy one

A 10% gain has pushed total revenues for our 144 business publications to \$1.4 billion. These books are responsible for 12% of The 400's total dollars, though they only account for 5% of total average circulation. Ad revenues are mostly responsible for the growth, but circulation dollars are alive and kicking.

On the circulation front, the combined performances of our books produced a 2% decline from 1982's total. This is the result of a drop in controlled circulation, which in turn is nearly offset by subscription and newsstand (yes, newsstand) gains.

Significant trends are discussed in more detail below. We welcome 13 Folio:400 business newcomers to this year's study.

Ads are the name of the game, but watch those circulation revenues.

Like our consumer publications, our business books are experiencing positive growth, particularly on the advertising front. Not surprisingly, they rely on advertising for the majority of their income, 86% of it

in fact. Ad pages, however, grew less than 1%, indicating a higher price per page among this year's top business publications.

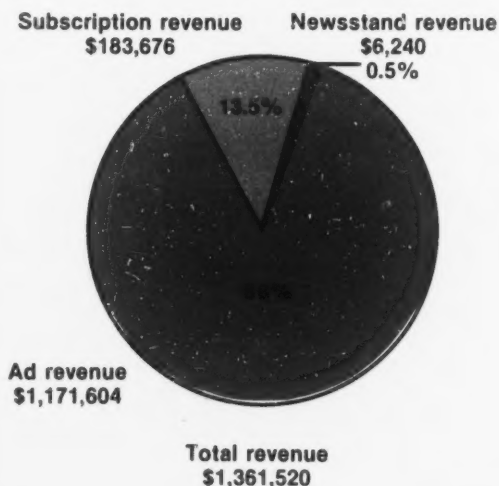
But publishers are by no means ignoring other revenue sources. Subscription revenues of \$183.7 million (13.5% of total dollars) grew 5% versus 1982. The big news in circulation dollars is at the newsstand. Though just 0.5% of total revenues, newsstand dollars are nearly eight times those of 1982, increasing by nearly \$5.5 million to a total of \$6.2 million. Primarily responsible for this rise are increases among existing publications, as only one of the 13 Folio:400 business newcomers is available at the newsstand.

Controlled circulation dip is countered with subscription and newsstand gains.

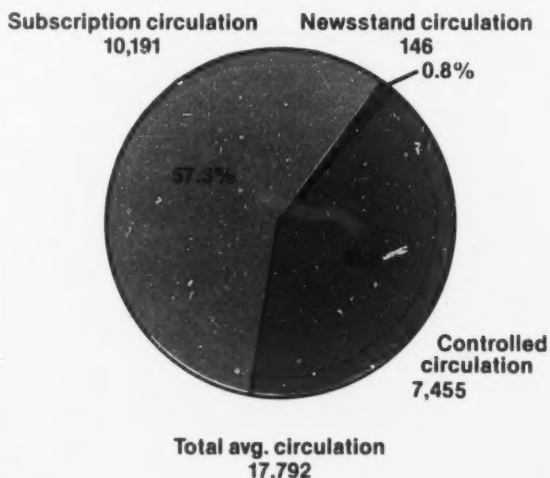
Controlled circulation for our 144 business books is down 11%, and now accounts for 41.9% of the 17.8 million business total. Controlled was 46% of the 1982 total.

But, paralleling subscription revenues, sub circ is up 4% over last year and represents 57.3% of the total,

**1983 Total revenue (\$000s)
144 Folio:400 business magazines**



**1983 Total avg. circulation (000s copies)
144 Folio:400 business magazines**



The Follo:400 Business Publications (continued)

up three points from '82. Total average subscription circulation now stands at 10.2 million copies. The interesting thing here is that sub revenues and circulation increased at nearly the same rate, although some of our business participants get top dollar for a subscription. In fact, the highest price in The 400 belongs to *American Banker* with \$310.07! The average subscription price for the 20 most expensive Follo:400 business books is

a hefty \$68.80, nearly double the average subscription price of \$36.46 for the 20 highest consumer books.

In line with newsstand dollars, newsstand circulation of our business publications has skyrocketed, growing thirteenfold to just over 146,000 copies. As you can see, however, it is less than 1% of overall circulation

It will be interesting to see if the trend toward paid circulations continues in 1984.□

Top 20 business magazines by 1983 avg. annual subscrip. price

Rank '83	Magazine Name	Average Sub. Price (\$)
1	<i>American Banker</i>	310.07
2	<i>Billboard</i>	127.43
3	<i>Institutional Investor</i>	95.00
4	<i>The Blood-Horse</i>	62.16
5	<i>Publishers Weekly</i>	57.24
6	<i>Iron Age</i>	55.00
7	<i>Chem. Marketing Rep./Chem. Bus.</i>	54.69
8	<i>Pensions & Investments Age</i>	54.00
9	<i>Journal of the AMA</i>	52.00
10	<i>Women's Wear Daily</i>	51.60
11	<i>Computer Design</i>	50.00
12	<i>Daily News Record</i>	50.00
13	<i>Advertising Age</i>	48.33
14	<i>New England Journal of Medicine</i>	47.00
15	<i>Adweek</i>	45.00
16	<i>Control Engineering</i>	45.00
17	<i>Aviation Week & Space Tech.</i>	44.81
18	<i>Computerworld</i>	43.98
19	<i>Sales & Marketing Management</i>	41.59
20	<i>Annals of Internal Medicine</i>	41.08

1983 performance composite— 144 Follo:400 business magazines

	1983	(% of total)	1982	(% of total)	Index
Total revenue (\$millions)	1,362	(100)	1,235	(100)	110
Ad revenue (\$millions)	1,172	(86.0)	1,059	(85.7)	111
Subscription revenue (\$millions)	184	(13.5)	175	(14.2)	105
Newsstand revenue (\$millions)	6	(0.5)	0.8	(0.1)	765
Ad pages	291,458	(100)	290,383	(100)	100
Total avg. circulation (thousands of copies)	17,792	(100)	18,234	(100)	98
Total avg. sub. circ. (thousands of copies)	10,191	(57.3)	9,824	(53.9)	104
Total avg. newstd. circ. (thousands of copies)	146	(0.8)	12	(0.1)	1265
Total avg. controlled circ. (thousands of copies)	7,455	(41.9)	8,398	(46.0)	89

1983 performance composite— all Follo:400 magazines

	1983	(% of total)	1982	(% of total)	Index
Total revenue (\$ millions)	11,042	(100)	9,945	(100)	111
Total ad revenue (\$ millions)	6,150	(56)	5,392	(54)	114
Total subscription revenue (\$ millions)	2,854	(26)	2,573	(26)	111
Total newsstand revenue (\$ millions)	2,038	(18)	1,981	(20)	103
Total consumer mags. revenue—(\$millions)	9,681	(88)	8,710	(88)	111
Total business mags. revenue—(\$ millions)	1,362	(12)	1,235	(12)	110
Total ad pages	540,152	(100)	516,564	(100)	105
Total consumer mags. ad pages	248,694	(46)	226,181	(44)	110
Total business mags. ad pages	291,458	(54)	290,323	(56)	100
Total avg. circulation (millions of copies)	341.5	(100)	338.5	(100)	101
Total avg. sub. circ. (millions of copies)	209.3	(61)	206.6	(61)	101
Total avg. newstd. circ. (millions of copies)	79.7	(23)	81.9	(24)	97
Total avg. controlled circ. (millions of copies)	52.5	(16)	50.0	(15)	105
Consumer mags. total avg. circ.	323.7	(95)	320.3	(95)	101
Business mags. total avg. circ.	17.8	(5)	18.2	(5)	98

1983 performance composite— 256 Follo:400 consumer magazines

	1983	(% of total)	1982	(% of total)	Index
Total revenue (\$ millions)	9,681	(100)	8,710	(100)	111
Ad revenue (\$ millions)	4,979	(51)	4,333	(50)	115
Subscription revenue (\$ millions)	2,671	(28)	2,397	(27)	111
Newsstand revenue (\$ millions)	2,032	(21)	1,980	(23)	103
Ad pages	248,694	(100)	226,181	(100)	105
Total avg. circulation (millions of copies)	323.7	(100)	320.3	(100)	101
Total avg. sub. circ. (millions of copies)	199.1	(61)	196.8	(61)	101
Total avg. newstd. circ. (millions of copies)	79.5	(25)	81.9	(26)	97
Total avg. controlled circ. (millions of copies)	45.1	(14)	41.6	(13)	108

Top 50 business magazines by total revenue

Rank '83 '82	Magazine Name	1983 Total Revenue (ad rev. + circ. rev.)	% Chg. '82/'83
1	1 Computerworld	48,302	44.9
2	2 Women's Wear Daily	32,213	12.3
3	* Farm Journal	30,341	-5.2
4	5 Advertising Age	25,436	18.0
5	3 Av. Wk. & Space Tech.	24,285	10.3
6	8 Electronic Design	23,288	36.0
7	10 Restrnts. & Institns.	22,614	27.0
8	6 N.E. Jour. of Medicine	21,693	12.8
9	7 Medical Economics	21,145	10.3
10	* Institutional Investor	20,842	22.3
11	12 EDN	20,754	49.5
12	9 Electronic News	20,011	29.4
13	* Successful Farming	19,249	7.5
14	* Progressive Farmer	18,446	-4.9
15	4 Oil & Gas Journal	15,948	-27.2
16	19 Design News	15,899	21.0
17	18 Journal of the AMA	15,702	17.8
18	14 Electronics	15,595	6.6
19	11 Machine Design	15,418	-6.6
20	22 Datamation	15,004	23.2
21	23 American Banker	14,943	26.5
22	13 Engin. News-Record	14,654	-3.5
23	29 Adweek	14,433	32.3
24	16 Nursing '83	14,230	1.0
25	26 Daily News Record	14,135	29.2
26	37 HFD	12,499	27.8
27	28 Real Estate Today	12,277	15.1
28	15 Science	12,227	11.6
29	* Automotive News	12,186	30.0
30	24 Billboard	12,138	2.1
31	31 The Travel Agent	12,067	17.2
32	33 Meetings & Conventions	12,044	20.5
33	40 Electr. Engin. Times	11,900	28.2
34	* Flying	11,672	6.0
35	25 Restaurant Business	11,573	15.2
36	36 Mini-Micro Systems	11,515	17.5
37	21 Chemical Engineering	11,435	-9.7
38	34 Nation's Restrnt. News	11,365	13.9
39	20 Plant Engineering	10,991	-13.6
40	42 Architectural Record	10,861	21.3
41	30 Purchasing Magazine	10,465	-1.0
42	47 Diversion	10,386	22.7
43	49 Electr. Buyers' News	10,300	25.6
44	45 Supermarket News	9,861	14.9
45	50 Computer Design	9,785	21.3
46	54 Computer Decisions	9,780	30.3
47	78 Computer Systems News	9,700	61.7
48	* Prairie Farmer	9,540	-6.4
49	44 Interior Design	9,423	6.9
50	27 AMM	9,207	-14.9

Top 50 business magazines by advertising revenue

Rank '83 '82	Magazine Name	1983 Advertising Revenue (\$'000)	% Chg. '82/'83
1	1 Computerworld	42,851	50.2
2	2 Women's Wear Daily	28,775	14.1
3	4 Electronic Design	23,288	36.0
4	7 Restrnts. & Institns.	22,614	27.0
5	* Farm Journal	22,563	-7.0
6	6 Advertising Age	21,566	19.5
7	10 EDN	20,754	49.5
8	5 Medical Economics	20,132	10.7
9	* Institutional Investor	19,706	22.7
10	8 Electronic News	18,115	31.3
11	* Av. Wk. & Space Tech.	18,056	7.4
12	12 Design News	15,899	21.0
13	9 Machine Design	15,418	-6.6
14	* Successful Farming	15,288	6.4
15	16 Datamation	15,004	23.2
16	15 Journal of the AMA	14,207	15.6
17	3 Oil & Gas Journal	14,000	-29.6
18	14 Electronics	13,150	5.8
19	25 Daily News Record	12,999	33.3
20	* Progressive Farmer	12,843	-7.1
21	26 Adweek	12,778	34.0
22	22 Meetings & Conventions	12,044	20.5
23	23 N.E. Jour. of Medicine	12,000	21.2
24	27 Electr. Engin. Times	11,900	28.2
25	21 The Travel Agent	11,853	17.3
26	30 HFD	11,811	30.3
27	19 Restaurant Business	11,573	15.2
28	24 Mini-Micro Systems	11,515	17.5
29	17 Engin. News-Record	11,325	-6.2
30	13 Plant Engineering	10,991	-13.6
31	20 Purchasing Magazine	10,465	-1.0
32	32 Diversion	10,386	22.7
33	33 Electr. Buyers' News	10,300	25.6
34	29 Nation's Restrnt. News	10,300	13.1
35	18 Chemical Engineering	9,886	-11.2
36	44 Automotive News	9,864	41.6
37	38 Computer Decisions	9,780	30.3
38	* Computer Systems News	9,700	61.7
39	36 Computer Design	9,625	21.5
40	34 Supermarket News	9,230	16.1
41	28 New Equipment Digest	9,111	-2.3
42	* Industrial Equip. News	9,055	-1.8
43	* Natl. Home Center News	8,787	ne
44	* Meeting News	8,634	ne
45	45 Architectural Record	8,570	25.0
46	* American Medical News	8,497	32.6
47	42 Bus. & Comm. Aviation	8,178	16.8
48	37 Patient Care	8,144	6.5
49	* American Banker	8,068	34.2
50	31 Chemical Week	7,849	-11.5

ne = not estimated
* = not included

Figures are Folio estimates for the calendar year 1983.
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Top 50 business magazines by subscription revenue

Rank '83 '82	Magazine Name	1983 Subscription Revenue (\$000)	% Chg. '82/'83
1	1 Real Estate Today	11,641	12.5
2	* Farm Journal	7,778	0.6
3	4 Nursing '83	7,438	2.7
4	5 American Banker	6,875	18.5
5	* Progressive Farmer	5,603	0.6
6	* Computerworld	5,451	13.7
7	8 RN	5,157	5.6
8	11 Jour. of Accountancy	4,909	3.4
9	3 Science	4,572	8.0
10	* AMM	4,100	2.4
11	7 Billboard	3,993	1.4
12	* Successful Farming	3,961	11.7
13	15 Annals of Int. Med.	3,841	19.3
14	* Flying	3,806	6.9
15	14 Advertising Age	3,708	9.2
16	17 Engin. News-Record	3,329	7.0
17	13 Women's Wear Daily	3,222	1.2
18	16 Instructor	3,210	1.4
19	18 AOPA Pilot	3,167	2.8
20	19 Chron. of Higher Ed.	2,747	10.0
21	28 Builder	2,732	54.4
22	23 Electronics	2,446	10.9
23	* Chem. & Engin. News	2,391	0.4
24	20 Automotive News	2,321	-3.6
25	22 Learning	2,316	0.2
26	24 Architectural Record	2,291	9.2
27	25 Publishers Weekly	2,169	12.1
28	27 Oil & Gas Journal	1,948	-2.7
29	30 Electronic News	1,896	13.3
30	* Prairie Farmer	1,840	15.5
31	31 Sales & Mktg. Mgmt.	1,833	10.4
32	33 Spectrum Magazine	1,823	23.4
33	26 ABA Journal	1,770	2.2
34	40 Adweek	1,599	19.8
35	41 Progressive Architect.	1,563	26.1
36	34 Chemical Engineering	1,549	1.2
37	32 Motor	1,518	-4.4
38	43 Journal of the AMA	1,488	42.7
39	* Modern Salon	1,436	-18.0
40	35 Interior Design	1,427	6.8
41	39 EC&M	1,336	12.9
42	36 Chemical Week	1,300	-0.6
43	42 Modern Plastics	1,218	7.6
44	* Hoard's Dairyman	1,204	0.2
45	* High Plains Journal	1,198	-10.6
46	38 The Blood-Horse	1,172	-1.0
47	* Institutional Investor	1,136	16.0
48	37 Daily News Record	1,136	-4.4
49	46 Nation's Restrnt. News	1,065	22.6
50	* Wallace's Farmer	1,029	18.1

Top 50 business magazines by advertising pages

Rank '83 '82	Magazine Name	1983 Advertising Pages	% Chg. '82/'83
1	* High Plains Journal	11,484	-2.1
2	1 The Travel Agent	8,151	3.6
3	2 The Blood-Horse	7,227	4.5
4	3 Women's Wear Daily	6,740	2.2
5	5 Computerworld	6,011	19.7
6	7 Electronic Design	5,329	15.3
7	8 EDN	4,985	21.5
8	11 Electronic News	4,893	16.3
9	4 Oil & Gas Journal	4,147	-34.1
10	9 Medical Economics	4,073	0.7
11	6 N.E. Jour. of Medicine	4,069	-11.9
12	14 Design News	4,064	20.3
13	19 Electronics	3,785	19.0
14	15 Advertising Age	3,725	12.7
15	12 Machine Design	3,706	1.1
16	16 Telephony	3,605	9.1
17	21 Restrnts. & Institns.	3,550	17.9
18	17 HFD	3,425	6.0
19	20 Journal of the AMA	3,365	7.1
20	31 Daily News Record	3,240	8.9
21	25 Av. Wk. & Space Tech.	3,188	10.9
22	26 Electr. Buyers' News	3,170	10.8
23	32 Diversion	2,932	18.9
24	13 Engin. News-Record	2,756	-5.1
25	24 Interior Design	2,736	-2.2
26	40 Electr. Engin. Times	2,733	24.4
27	23 Purchasing Magazine	2,716	-3.3
28	30 A.C.,Htg. & Ref. News	2,700	8.0
29	22 Emergency Medicine	2,686	-7.5
30	38 Mini-Micro Systems	2,484	9.1
31	36 Patient Care	2,465	3.1
32	29 Chem.Mkt.Rep./Chem.Bus.	2,434	-0.6
33	33 Restaurant Business	2,427	0.3
34	54 Datamation	2,412	16.7
35	58 Automotive News	2,393	31.3
36	34 Publishers Weekly	2,369	-1.5
37	56 Postgraduate Medicine	2,356	27.9
38	51 American Banker	2,345	23.6
39	27 Chemical Engineering	2,338	-10.3
40	18 National Jeweler	2,322	-9.6
41	43 Gifts & Decorative Acc.	2,310	7.6
42	70 Computer Systems News	2,300	40.6
43	44 Amer. Family Physician	2,243	7.5
44	47 Computer Design	2,240	11.1
45	* Telephone Engr. & Mgt.	2,233	ne
46	46 Bakery Prodctn. & Mktg.	2,177	7.4
47	28 Plant Engineering	2,104	-18.3
48	67 Adweek	2,085	22.5
49	* Computer Merchandising	2,073	ne
50	* Natl. Home Center News	2,026	ne

Top 50 business magazines by net change in ad revenue vs. '82

Rank '83	Magazine Name	Net Chg. '82-'83 (\$000)	1983 Ad Rev. (\$000)
1	Computerworld	14,320	42,851
2	EDN	6,872	20,754
3	Electronic Design	6,169	23,288
4	Restrnts. & Institns.	4,809	22,614
5	Electronic News	4,319	18,115
6	Computer Systems News	3,700	9,700
7	Institutional Investor	3,648	19,706
8	Women's Wear Daily	3,555	28,775
9	Advertising Age	3,526	21,566
10	Daily News Record	3,246	12,999
11	Adweek	3,241	12,778
12	Automotive News	2,900	9,864
13	Datamation	2,829	15,004
14	Design News	2,756	15,899
15	HFD	2,749	11,811
16	Data Communications	2,745	6,495
17	Builder	2,642	5,308
18	Electr. Engin. Times	2,620	11,900
19	Computer Decisions	2,273	9,780
20	Electr. Buyers' News	2,100	10,300
21	N.E. Jour. of Medicine	2,100	12,000
22	American Medical News	2,090	8,497
23	American Banker	2,056	8,068
24	Meetings & Conventions	2,049	12,044
25	Postgraduate Medicine	2,005	7,670
26	Medical Economics	1,943	20,132
27	Diversion	1,919	10,386
28	Journal of the AMA	1,918	14,207
29	The Travel Agent	1,745	11,853
30	Mini-Micro Systems	1,715	11,515
31	Architectural Record	1,713	8,570
32	Computer Design	1,704	9,625
33	Restaurant Business	1,529	11,573
34	Physician's Management	1,301	5,521
35	Discount Store News	1,300	5,600
36	Communications News	1,298	5,084
37	Supermarket News	1,280	9,230
38	Av. Wk. & Space Tech.	1,241	19,056
39	Info. Systems News	1,240	5,540
40	ABA Journal	1,232	4,474
41	Spectrum Magazine	1,209	4,444
42	Chron. of Higher Ed.	1,192	5,009
43	Nation's Restrnt. News	1,192	10,300
44	Bus. & Comm. Aviation	1,175	8,178
45	Restaurant Hospitality	1,081	4,800
46	Electronic Products	1,040	5,200
47	Annals of Int. Med.	994	4,637
48	Amer. Family Physician	988	7,036
49	Bldg. Supply & Home Ctrs.	984	5,443
50	Mod. Materials Handlg.	965	6,514

Top 50 business magazines by net change in ad pages vs. '82

Rank '83	Magazine Name	Net Chg. '82-'83	Total Ad Pages
1	Computerworld	988	6,011
2	EDN	882	4,985
3	Daily News Record	750	3,240
4	Electronic Design	706	5,329
5	Design News	687	4,064
6	Electronic News	684	4,893
7	Computer Systems News	664	2,300
8	Data Communications	634	2,024
9	Electronics	605	3,785
10	Automotive News	570	2,393
11	Restrnts. & Institns.	539	3,550
12	Electr. Engin. Times	536	2,733
13	Postgraduate Medicine	514	2,356
14	Diversion	467	2,932
15	American Banker	448	2,345
16	Advertising Age	419	3,725
17	Physician's Management	394	1,861
18	Adweek	383	2,085
19	Computer Decisions	351	1,920
20	Datamation	346	2,412
21	Communications News	333	1,390
22	Builder	330	833
23	Av. Wk. & Space Tech.	314	3,188
24	The Blood-Horse	312	7,227
25	Practical Cardiology	312	1,692
26	Electr. Buyers' News	310	3,170
27	Telephony	301	3,605
28	The Travel Agent	286	8,151
29	Annals of Int. Med.	281	1,957
30	Chron. of Higher Ed.	271	1,867
31	Journal of the AMA	224	3,365
32	Computer Design	223	2,240
33	Restaurant Hospitality	218	1,186
34	Mini-Micro Systems	207	2,484
35	A.C., Htg. & Ref. News	200	2,700
36	American Medical News	200	866
37	HFD	194	3,425
38	Spectrum Magazine	189	1,019
39	Hospitals	182	1,782
40	Mod. Materials Handlg.	175	1,645
41	Drug Therapy (Office)	171	1,810
42	Gifts & Decorative Acc.	163	2,310
43	Amer. Family Physician	156	2,243
44	Bakery Prodctn. & Mktg.	150	2,177
45	Women's Wear Daily	148	6,740
46	Discount Store News	146	1,051
47	Electronic Products	142	1,510
48	Science	127	1,512
49	Bldg. Supply & Home Ctrs.	125	1,447
50	Supermarket News	115	1,326

Top 50 business magazines by average circulation

Rank '83 '82	Magazine Name	1982 Average Circulation	% Chg. '82/'83
1	* Farm Journal	981,447	-7.8
2	* Successful Farming	631,569	-7.2
3	* Progressive Farmer	637,035	-7.1
4	1 Real Estate Today	596,976	-1.9
5	2 Nursing '83	529,633	-2.9
6	3 RN	366,024	-2.3
7	4 ABA Journal	333,041	2.4
8	* Flying	329,838	-6.7
9	6 American Medical News	318,642	-3.3
10	5 Amer. Jour. of Nursing	316,552	-8.3
11	8 Journal of the AMA	315,072	8.3
12	10 AOPA Pilot	263,764	1.9
13	11 Jour. of Accountancy	263,571	3.1
14	* Instructor	256,811	-2.7
15	12 Spectrum Magazine	230,803	9.0
16	13 N.E. Jour. of Medicine	207,611	1.6
17	14 New Equipment Digest	202,238	2.2
18	16 Industrial Equip. News	200,798	2.6
19	* Hoard's Dairyman	196,282	-2.9
20	* Prairie Farmer	193,813	-2.7
21	15 Hospital Practice	193,004	-1.4
22	* Learning	189,599	-0.7
23	17 Medical Economics	180,087	-1.4
24	31 Builder	176,361	36.3
25	18 Diversion	173,721	-1.4
26	19 Machine Design	165,485	0.0
27	21 Design News	157,357	0.6
28	20 Science	156,780	-0.6
29	22 MD	156,065	1.1
30	25 The Office	151,869	7.8
31	* The Farmer	150,016	-1.5
32	27 Practical Cardiology	145,000	6.8
33	24 Drug Therapy (Office)	144,382	0.6
34	36 Computer Decisions	140,108	14.9
35	28 Av. Wk. & Space Tech.	139,007	4.1
36	29 Mod. Office Technology	137,265	3.2
37	30 Datamation	135,100	3.8
38	35 Emergency Medicine	131,022	5.9
39	38 Infosystems	127,401	5.8
40	39 Amer. Family Physician	127,355	5.9
41	33 Motor	126,635	0.8
42	34 Chemical & Engrng. News	125,827	0.4
43	26 Postgraduate Medicine	124,539	2.0
44	41 Computerworld	123,934	3.3
45	37 Consultant	122,532	1.6
46	40 Modern Medicine	120,101	0.3
47	44 Electronic Products	120,000	3.0
48	43 EDN	119,158	1.6
49	32 Modern Salon	117,794	-6.3
50	45 Medical World News	117,060	1.0

Top 50 business magazines by net change in avg. circ. vs. '82

Rank '83	Magazine Name	Net Chg. '82/'83	1983 Avg. Circulation
1	Builder	46,949	176,361
2	Journal of the AMA	24,236	315,072
3	Spectrum Magazine	19,047	230,803
4	Computer Decisions	18,170	140,108
5	Mini-Micro Systems	12,573	113,857
6	Institutional Investor	11,849	77,186
7	The Office	10,960	151,869
8	Practical Cardiology	9,223	145,000
9	Restaurant Business	8,570	83,869
10	Jour. of Accountancy	8,002	263,571
11	ABA Journal	7,735	333,041
12	Computer Design	7,652	93,595
13	Emergency Medicine	7,285	131,022
14	Amer. Family Physician	7,082	127,355
15	Infosystems	6,977	127,401
16	Computer Systems News	5,977	53,910
17	Av. Wk. & Space Tech.	5,506	139,007
18	Restaurant Hospitality	5,156	82,526
19	Industrial Equip. News	5,112	200,798
20	Datamation	4,981	135,100
21	AOPA Pilot	4,866	263,764
22	Nation's Restrnt. News	4,667	67,944
23	New Equipment Digest	4,273	202,238
24	Mod. Office Technology	4,241	137,265
25	Electronic Design	4,189	113,317
26	Patient Care	4,076	112,899
27	Computerworld	3,993	123,934
28	Electronic Products	3,484	120,000
29	N.E. Jour. of Medicine	3,298	207,611
30	Data Communications	3,044	33,905
31	Electr. Buyers' News	2,967	49,458
32	Communications News	2,883	45,247
33	Drug Topics	2,640	80,586
34	Pensions & Invest. Age	2,519	37,101
35	Interior Design	2,481	48,827
36	Postgraduate Medicine	2,480	124,539
37	Power	2,298	56,910
38	Institutional Distrib.	2,217	30,275
39	Hardware Retailing	2,106	66,724
40	Progressive Architect.	2,105	72,934
41	Plant Engineering	2,070	102,507
42	Graphic Arts Monthly	2,046	84,454
43	Consultant	1,966	122,532
44	EDN	1,924	119,158
45	Billboard	1,820	43,605
46	American Banker	1,783	22,172
47	The Blood-Horse	1,736	19,810
48	Meetings & Conventions	1,669	76,831
49	MD	1,623	156,065
50	Electronics	1,614	101,904

Top 50 business magazines by avg. subscription circulation

Rank '83	Magazine Name	1983 Average Sub. Circ.	Net Chg. '82/'83
1	Farm Journal	981,447	-83,266
2	Progressive Farmer	637,035	-48,943
3	Real Estate Today	596,976	-11,465
4	Successful Farming	581,743	-39,375
5	Nursing '83	529,633	-16,080
6	RN	366,024	-8,807
7	ABA Journal	321,773	6,895
8	Amer. Jour. of Nursing	316,552	-28,777
9	AOPA Pilot	263,764	4,866
10	Jour. of Accountancy	263,571	8,002
11	Instructor	256,811	-7,123
12	Flying	254,513	-19,731
13	Journal of the AMA	240,485	7,028
14	American Medical News	230,232	-18,809
15	Spectrum Magazine	221,189	18,113
16	N.E. Jour. of Medicine	206,243	3,226
17	Hoard's Dairyman	196,282	-5,825
18	Prairie Farmer	193,813	-5,388
19	Learning	189,599	-1,378
20	Builder	165,061	47,060
21	Science	156,780	-879
22	The Fanner	150,016	-2,224
23	Av. Wk. & Space Tech.	139,007	5,506
24	Motor	126,635	984
25	Chem. & Eng. News	125,827	508
26	Computerworld	123,934	3,993
27	Wallace's Farmer	109,565	-5,553
28	Engin. News-Record	104,018	-1,462
29	Electronics	101,904	1,614
30	Annals of Int. Med.	93,497	1,538
31	Modern Salon	93,159	-7,313
32	Advertising Age	76,724	-514
33	Architectural Record	75,912	1,059
34	EC&M	74,248	226
35	Progressive Architect.	72,934	2,105
36	Chron. of Higher Ed.	71,230	1,304
37	Chemical Engineering	68,326	-1,644
38	Electronic News	66,846	-122
39	Nation's Restrnt. News	64,675	3,476
40	Oil & Gas Journal	62,833	-1,708
41	Women's Wear Daily	62,437	772
42	Automotive News	59,928	-1,490
43	Supermarket News	54,839	-2,038
44	Power	53,929	2,422
45	High Plains Journal	53,208	-856
46	Modern Plastics	48,108	-1,130
47	Sales & Mktg. Mgmt.	44,076	-1,952
48	Chemical Week	43,628	-2,481
49	AMM	41,817	-3,443
50	Interior Design	40,889	2,476

Top 50 business magazines by net chg. in avg. sub. circ. vs. '82

Rank '83	Magazine Name	Net Chg. '82/'83	1983 Avg. Sub. Circ.
1	Builder	47,060	165,061
2	Spectrum Magazine	18,113	221,189
3	Jour. of Accountancy	8,002	263,571
4	Journal of the AMA	7,028	240,485
5	ABA Journal	6,895	321,773
6	Av. Wk. & Space Tech.	5,506	139,007
7	AOPA Pilot	4,866	263,764
8	Data Communications	4,149	30,469
9	Adweek	4,111	35,530
10	Computerworld	3,993	123,934
11	N.E. Jour. of Medicine	3,826	206,243
12	Nation's Restrnt. News	3,476	64,675
13	Communications News	3,248	13,900
14	Drug Topics	2,540	2,540
15	Interior Design	2,476	40,889
16	Power	2,422	53,929
17	Multichannel News	2,143	10,384
18	Progressive Architect.	2,105	72,934
19	American Banker	1,783	22,172
20	Institutional Investor	1,651	11,963
21	Electronics	1,614	101,904
22	Annals of Int. Med.	1,538	93,497
23	The Travel Agent	1,416	28,571
24	The Blood-Horse	1,384	18,849
25	Chron. of Higher Ed.	1,304	71,230
26	Architectural Record	1,059	75,912
27	Motor	984	126,635
28	Business Insurance	871	27,705
29	Women's Wear Daily	772	62,437
30	Chemical & Engrng. News	508	125,827
31	Computer Design	243	3,200
32	EC&M	226	74,248
33	Telephony	224	28,781
34	Pensions & Invest. Age	80	12,176
35	Control Engineering	-14	2,468
36	Gifts & Decorative Acc.	-24	33,511
37	Hospitals	-25	6,178
38	Publishers Weekly	-58	37,896
39	Electronic News	-122	66,846
40	Iron Age	-297	4,609
41	Medical World News	-457	4,760
42	Hydrocarbon Processing	-468	32,321
43	Advertising Age	-514	76,724
44	Discount Store News	-529	22,435
45	Daily News Record	-613	22,726
46	Chem. Mkt. Rep./Chem. Bus.	-699	16,024
47	HFD	-806	32,086
48	Medical Economics	-829	28,938
49	The High Plains Journal	-856	53,208
50	Science	-879	156,780

**Top 50 business magazines by
average ad pages per copy**

Rank '83	Magazine Name	1983 Avg. Ad Pages/Copy
1	Interior Design	228
2	High Plains Journal	221
3	Electronic Design	205
4	Datamation	201
5	Postgraduate Medicine	196
6	Gifts & Decorative Acc.	193
7	EDN	192
8	Amer. Family Physician	187
9	Mini-Micro Systems	177
10	Computer Merchandising	173
11	Design News	169
12	Bakery Prodctn. & Mktg.	167
13	MD	164
14	Annals of Int. Med.	163
15	Diversion	163
16	Restaurant Business	162
17	Computer Design	160
18	Hospital Practice	160
19	Medical Economics	157
20	Consultant	156
21	Institutional Investor	156
22	Physician's Management	155
23	Drug Therapy (Office)	151
24	Electronics	151
25	Meetings & Conventions	149
26	Modern Medicine	149
27	The Office	149
28	Computer Decisions	148
29	Restrntrts. & Institns.	148
30	Data Communications	145
31	Graphic Arts Monthly	141
32	Machine Design	132
33	Practical Cardiology	130
34	Hardware Retailing	129
35	Emergency Medicine	128
36	The Blood-Horse	127
37	Research & Development	123
38	Hydrocarbon Processing	122
39	Bldg. Supply & Home Ctrs.	121
40	Patient Care	117
41	Communications News	116
42	Meeting News	113
43	Purchasing Magazine	113
44	Electronic Business	112
45	Architectural Record	109
46	Control Engineering	109
47	Institutional Distrib.	109
48	American Machinist	108
49	Modern Healthcare	106
50	Electr. Engin. Times	105

**Top 50 business magazines by
avg. editorial pages per copy**

Rank '83	Magazine Name	1983 Avg. Edit. Pages/Copy
1	Annals of Int. Med.	197
2	Postgraduate Medicine	165
3	Amer. Family Physician	153
4	Diversion	144
5	Successful Meetings	137
6	Hospital Practice	131
7	Restaurant Business	130
8	Electronic Design	129
9	Gifts & Decorative Acc.	124
10	Drug Therapy (Office)	123
11	Interior Design	122
12	Restrntrts. & Institns.	121
13	MD	119
14	Data Communications	117
15	High Plains Journal	117
16	Physician's Management	116
17	Communications News	114
18	Datamation	114
19	Computer Decisions	113
20	Interface Age	113
21	Bakery Prodctn. & Mktg.	111
22	ABA Journal	107
23	Computer Design	107
24	Computer Merchandising	106
25	Consultant	105
26	Institutional Investor	105
27	Meetings & Conventions	105
28	Mini-Micro Systems	105
29	The Blood-Horse	104
30	Medical Economics	102
31	Electronics	100
32	Emergency Medicine	100
33	Modern Medicine	99
34	Modern Plastics	99
35	The Office	99
36	Bus. & Comm. Aviation	96
37	Patient Care	96
38	American Machinist	93
39	Electronic Products	92
40	Fleet Owner/Big Fleet	91
41	Hardware Retailing	90
42	Oil & Gas Journal	87
43	Amer. Jour. of Nursing	86
44	Architectural Record	86
45	Phys. & Sports Med.	85
46	Consumer Electronics	83
47	Journal of the AMA	83
48	Modern Healthcare	83
49	Packaging	82
50	Packaging Digest	82

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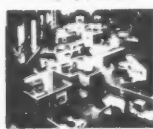
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sories merchandising
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merchandising
Est. 1903

Fastest growing business magazines by total revenue

Overall (All divisions)	Total Rev. (\$000)	% Chg. '82/'83
1 Builder	8,040	81.2
2 Data Communications	7,223	65.0
3 Computer Systems News	9,700	61.7
4 EDN	20,754	49.5
5 Computerworld	48,302	44.9
6 Electronic Design	23,288	36.0
7 Postgraduate Medicine	7,670	35.4
8 Communications News	5,376	35.1
9 American Medical News	8,628	34.1
10 Spectrum Magazine	6,267	33.0

Division Two (\$5 - \$10 mil. total rev.)	Total Rev. (\$000)	% Chg. '82/'83
1 Builder	8,040	81.2
2 Data Communications	7,223	65.0
3 Computer Systems News	9,700	61.7
4 Postgraduate Medicine	7,670	35.4
5 American Medical News	8,628	34.1
6 Spectrum Magazine	6,267	33.0
7 Computer Decisions	9,780	30.3
8 ABA Journal	6,244	25.5
9 Annals of Internal Med.	8,478	23.5
10 Chronicle of Higher Ed.	7,756	22.8

Division One (Over \$10 mil. total rev.)	Total Rev. (\$000)	% Chg. '82/'83
1 EDN	20,754	49.5
2 Computerworld	48,302	44.9
3 Electronic Design	23,288	36.0
4 Adweek	14,433	32.3
5 Automotive News	12,186	30.0
6 Electronic News	20,011	29.4
7 Daily News Record	14,135	29.2
8 Elec. Engineering Times	11,900	28.2
9 HFD	12,499	27.8
10 Restrnts. & Institns.	22,614	27.0

Division Three (Less than \$5 mil. total rev.)	Total Rev. (\$000)	% Chg. '82/'83
1 Communications News	5,376	35.1
2 Physician's Management	5,521	30.8
3 Restaurant Hospitality	4,800	29.1
4 Information Systems News	5,540	28.8
5 Discount Store News	5,787	28.6
6 Control Engineering	5,648	25.6
7 Electronic Products	5,200	25.0
8 Practical Cardiology	5,132	22.2
9 Pensions & Invest. Age	4,728	22.2
10 Bldg. Supply & Home Ctrs	5,443	22.1

Fastest growing business magazines by advertising revenue

Overall (All divisions)	Ad Rev. (\$000)	% Chg. '82/'83
1 Builder	5,308	99.1
2 Real Estate Today	636	98.2
3 Data Communications	6,495	73.2
4 Computer Systems News	9,700	61.7
5 Computerworld	42,851	50.2
6 EDN	20,754	49.5
7 Automotive News	9,864	41.6
8 ABA Journal	4,474	38.0
9 Spectrum Magazine	4,444	37.4
10 Electronic Design	23,288	36.0

Division Two (\$5 - \$10 mil. total rev.)	Ad Rev. (\$000)	% Chg. '82/'83
1 Builder	5,308	99.1
2 Data Communications	6,495	73.2
3 Computer Systems News	9,700	61.7
4 ABA Journal	4,474	38.0
5 Spectrum Magazine	4,444	37.4
6 Postgraduate Medicine	7,670	35.4
7 American Medical News	8,497	32.6
8 Journal of Accountancy	3,598	31.5
9 Chronicle of Higher Ed.	5,009	31.2
10 Computer Decisions	9,780	30.3

Division One (Over \$10 mil. total rev.)	Ad Rev. (\$000)	% Chg. '82/'83
1 Real Estate Today	636	98.2
2 Computerworld	42,851	50.2
3 EDN	20,754	49.5
4 Automotive News	9,864	41.6
5 Electronic Design	23,288	36.0
6 American Banker	8,068	34.2
7 Adweek	12,778	34.0
8 Daily News Record	12,999	33.3
9 Electronic News	18,115	31.3
10 HFD	11,811	30.3

Division Three (Less than \$5 mil. total rev.)	Ad Rev. (\$000)	% Chg. '82/'83
1 Communications News	5,084	34.3
2 Physician's Management	5,521	30.8
3 Discount Store News	5,600	30.2
4 Restaurant Hospitality	4,800	29.1
5 Information Systems News	5,540	28.8
6 Electronic Products	5,200	25.0
7 Pensions & Invest. Age	4,071	23.8
8 Modern Salon	4,520	22.2
9 Practical Cardiology	5,132	22.2
10 Bldg. Supply & Home Ctrs.	5,443	22.1

Fastest growing business magazines by subscription revenue

Overall (All divisions)	Sub. Rev. (\$000)	% Chg. '82/'83
1 Multichannel News	218	83.2
2 Builder	2,732	54.4
3 Communications News	292	52.0
4 Journal of the AMA	1,488	42.7
5 Hospitals	216	34.3
6 Business Insurance	997	27.4
7 Progressive Architect.	1,563	26.1
8 Spectrum Magazine	1,823	23.4
9 Nation's Restrnt. News	1,065	22.6
10 Adweek	1,599	19.8

Division One (Over \$10 mil. total rev.)	Sub. Rev. (\$000)	% Chg. '82/'83
1 Journal of the AMA	1,488	42.7
2 Nation's Restrnt. News	1,065	22.6
3 Aviat. Wk. & Space Tech.	6,229	19.8
4 Adweek	1,599	19.8
5 American Banker	6,875	18.5
6 Institutional Investor	1,136	16.0
7 The Travel Agent	214	15.1
8 Computerworld	5,451	13.7
9 Electronic News	1,896	13.3
10 Real Estate Today	11,641	12.5

Division Two (\$5 - \$10 mil. total rev.)	Sub. Rev. (\$000)	% Chg. '82/'83
1 Builder	2,732	54.4
2 Business Insurance	997	27.4
3 Progressive Architect.	1,563	26.1
4 Spectrum Magazine	1,823	23.4
5 Annals of Internal Med.	3,841	19.3
6 Wallace's Farmer	1,029	18.1
7 Data Communications	725	15.9
8 Prairie Farmer	1,840	15.5
9 EC&M	1,336	12.9
10 Publishers Weekly	2,169	12.1

Division Three (Less than \$5 mil. total rev.)	Sub. Rev. (\$000)	% Chg. '82/'83
1 Multichannel News	218	83.2
2 Communications News	292	52.0
3 Hospitals	216	34.3
4 Power	647	14.1
5 Pensions & Invest. Age	657	13.2
6 Control Engineering	111	12.2
7 Sales & Marketing Mgmt.	1,833	10.4
8 Chem.Mkt.Rep./Chem.Bus.	876	5.3
9 Telephony	801	3.8
10 Drug Store News	400	0.4

Fastest growing business magazines by advertising pages

Overall (All divisions)	Ad Pages	% Chg. '82/'83
1 Real Estate Today	83	118.9
2 Builder	833	65.6
3 Data Communications	2,024	45.6
4 Computer Systems News	2,300	40.6
5 Communications News	1,390	31.5
6 Automotive News	2,393	31.3
7 American Medical News	866	30.0
8 Postgraduate Medicine	2,356	27.9
9 Physician's Management	1,861	26.9
10 Elec. Engineering Times	2,733	24.4

Division One (Over \$10 mil. total rev.)	Ad Pages	% Chg. '82/'83
1 Real Estate Today	83	118.9
2 Automotive News	2,393	31.3
3 Elec. Engineering Times	2,733	24.4
4 American Banker	2,345	23.6
5 Adweek	2,085	22.5
6 EDN	4,985	21.5
7 Design News	4,064	20.3
8 Computerworld	6,011	19.7
9 Electronics	3,785	19.0
10 Diversion	2,932	18.9

Division Two (\$5 - \$10 mil. total rev.)	Ad Pages	% Chg. '82/'83
1 Builder	833	65.6
2 Data Communications	2,024	45.6
3 Computer Systems News	2,300	40.6
4 American Medical News	866	30.0
5 Postgraduate Medicine	2,356	27.9
6 Spectrum Magazine	1,019	22.7
7 Computer Decisions	1,920	22.4
8 ABA Journal	645	21.2
9 Chronicle of Higher Ed.	1,867	17.0
10 Annals of Internal Med.	1,957	16.8

Division Three (Less than \$5 mil. total rev.)	Ad Pages	% Chg. '82/'83
1 Communications News	1,390	31.5
2 Physician's Management	1,861	26.9
3 Practical Cardiology	1,692	22.6
4 Restaurant Hospitality	1,186	22.5
5 Discount Store News	1,051	16.1
6 Hospitals	1,782	11.4
7 Electronic Products	1,510	10.4
8 Drug Therapy (Office)	1,810	10.4
9 Bldg. Supply & Home Ctrs.	1,447	9.5
10 Telephony	3,605	9.1

Fastest growing business magazines by average circulation

Overall (All divisions)	Average Circ.	% Chg. '82/'83
1 Builder	176,361	36.3
2 Institutional Investor	77,186	18.1
3 Computer Decisions	140,108	14.9
4 Computer Systems News	53,910	12.5
5 Mini-Micro Systems	113,857	12.4
6 Restaurant Business	83,869	11.4
7 Data Communications	33,905	9.9
8 The Blood-Horse	19,810	9.6
9 Spectrum Magazine	230,803	9.0
10 Computer Design	93,595	8.9

Division One (Over \$10 mil. total rev.)	Average Circ.	% Chg. '82/'83
1 Institutional Investor	77,186	18.1
2 Mini-Micro Systems	113,857	12.4
3 Restaurant Business	83,869	11.4
4 American Banker	22,172	8.7
5 Journal of the AMA	315,072	8.3
6 Nation's Restrnt. News	67,944	7.4
7 Electronic Buyers' News	49,458	6.4
8 Billboard	43,605	4.4
9 Aviat. Wk. & Space Tech.	139,007	4.1
10 Electronic Design	113,317	3.8

Division Two (\$5 - \$10 mil. total rev.)	Average Circ.	% Chg. '82/'83
1 Builder	176,361	36.3
2 Computer Decisions	140,108	14.9
3 Computer Systems News	53,910	12.5
4 Data Communications	33,905	9.9
5 The Blood-Horse	19,810	9.6
6 Spectrum Magazine	230,803	9.0
7 Computer Design	93,595	8.9
8 The Office	151,869	7.8
9 Emergency Medicine	131,022	5.9
10 Amer. Family Physician	127,355	5.9

Division Three (Less than \$5 mil. total rev.)	Average Circ.	% Chg. '82/'83
1 Institutional Distrib.	30,275	7.9
2 Pensions & Invest. Age	37,101	7.3
3 Communications News	45,247	6.8
4 Practical Cardiology	145,000	6.8
5 Restaurant Hospitality	82,526	6.7
6 Infosystems	127,401	5.8
7 Multichannel News	14,810	4.5
8 Power	56,910	4.2
9 Drug Topics	80,586	3.4
10 Hardware Retailing	66,724	3.3

Fastest growing business magazines by avg. subscription circ.

Overall (All divisions)	Avg. Sub. Circ.	% Chg. '82/'83
1 Builder	165,061	39.9
2 Communications News	13,900	30.5
3 Multichannel News	10,384	26.0
4 Institutional Investor	11,963	16.0
5 Data Communications	30,469	15.8
6 Adweek	35,530	13.1
7 Spectrum Magazine	221,189	8.9
8 American Banker	22,172	8.7
9 Computer Design	3,200	8.2
10 The Blood-Horse	18,849	7.9

Division One (Over \$10 mil. total rev.)	Avg. Sub. Circ.	% Chg. '82/'83
1 Institutional Investor	11,963	16.0
2 Adweek	35,530	13.1
3 American Banker	22,172	8.7
4 Nation's Restrnt. News	64,675	5.7
5 The Travel Agent	28,571	5.2
6 Aviat. Wk. & Space Tech.	139,007	4.1
7 Computerworld	123,934	3.3
8 Journal of the AMA	240,485	3.0
9 N.E. Jour. of Medicine	206,243	1.9
10 Electronics	101,904	1.6

Division Two (\$5 - \$10 mil. total rev.)	Avg. Sub. Circ.	% Chg. '82/'83
1 Builder	165,061	39.9
2 Data Communications	30,469	15.8
3 Spectrum Magazine	221,189	8.9
4 Computer Design	3,200	8.2
5 The Blood-Horse	18,849	7.9
6 Interior Design	40,889	6.4
7 Business Insurance	27,705	3.2
8 Journal of Accountancy	263,571	3.1
9 Progressive Architect.	72,934	3.0
10 ABA Journal	321,773	2.2

Division Three (Less than \$5 mil. total rev.)	Avg. Sub. Circ.	% Chg. '82/'83
1 Communications News	13,900	30.5
2 Multichannel News	10,384	26.0
3 Power	53,929	4.7
4 Telephony	28,781	0.8
5 Motor	126,635	0.8
6 Pensions & Invest. Age	12,176	0.7
7 Hospitals	6,178	-0.4
8 Control Engineering	2,468	-0.5
9 Learning	189,599	-0.7
10 Hydrocarbon Processing	32,321	-1.4

Business newcomers

Ad Revenue	
	(\$000)
1 Natl. Home Center News	8,787
2 Meeting News	8,634
3 MIS Week	6,270
4 Building Dsgn. & Const.	4,724
5 Chain Store Age G.M.E.	4,648
6 Consumer Electronics	4,500
7 Material Handling Engrg.	4,200
8 Computer Merchandising	4,198
9 Electronic Business	4,193
10 Packaging	4,143
11 Modern Healthcare	4,044
12 Telephone Engrn. & Mgt.	3,953
13 Interface Age	2,600
Total	64,894

Ad Pages	
1 Telephone Engrn. & Mgt.	2,233
2 Computer Merchandising	2,073
3 Natl. Home Center News	2,026
4 Meeting News	1,693
5 Electronic Business	1,455
6 Material Handling Engrg.	1,320
7 MIS Week	1,308
8 Modern Healthcare	1,268
9 Packaging	1,134
10 Consumer Electronics	1,100
11 Building Dsgn. & Const.	1,086
12 Chain Store Age G.M.E.	950
13 Interface Age	800
Total	18,446

Avg. Ad Pages/Copy	
1 Computer Merchandising	173
2 Meeting News	113
3 Electronic Business	112
4 Modern Healthcare	106
5 Material Handling Engrg.	102
6 Telephone Engrn. & Mgt.	93
7 Consumer Electronics	92
8 Building Dsgn. & Const.	91
9 Packaging	87
10 Natl. Home Center News	81
11 Chain Store Age G.M.E.	79
12 Interface Age	67
13 MIS Week	26

Total Revenue	
(ad rev. + circ. rev.)	(\$000)
1 Natl. Home Center News	8,787
2 Meeting News	8,634
3 MIS Week	6,270
4 Chain Store Age G.M.E.	4,855
5 Interface Age	4,828
6 Building Dsgn. & Const.	4,724
7 Consumer Electronics	4,500
8 Modern Healthcare	4,318
9 Telephone Engrn. & Mgt.	4,307
10 Material Handling Engrg.	4,200
11 Computer Merchandising	4,198
12 Electronic Business	4,193
13 Packaging	4,143
Total	67,957

Subscription Revenue	
	(\$000)
1 Interface Age	651
2 Telephone Engrn. & Mgt.	354
3 Modern Healthcare	274
4 Chain Store Age G.M.E.	207
5 Building Dsgn. & Const.	0
6 Computer Merchandising	0
7 Consumer Electronics	0
8 Electronic Business	0
9 Material Handling Engrg.	0
10 Meeting News	0
11 MIS Week	0
12 Natl. Home Center News	0
13 Packaging	0
Total	1,486

Avg. Total Pgs./Copy	
(ad pages + edit. pages)	
1 Computer Merchandising	278
2 Electronic Business	188
3 Modern Healthcare	188
4 Interface Age	180
5 Consumer Electronics	175
6 Material Handling Engrg.	169
7 Packaging	169
8 Building Dsgn. & Const.	164
9 Telephone Engrn. & Mgt.	156
10 Chain Store Age G.M.E.	141
11 Natl. Home Center News	128
12 MIS Week	47
13 Meeting News	ne

Average Circulation	
1 Material Handling Engrg.	105,483
2 MIS Week	100,250
3 Interface Age	80,723
4 Meeting News	70,646
5 Modern Healthcare	70,347
6 Packaging	69,066
7 Building Dsgn. & Const.	65,359
8 Consumer Electronics	60,341
9 Electronic Business	47,095
10 Telephone Engrn. & Mgt.	34,813
11 Natl. Home Center News	29,024
12 Chain Store Age G.M.E.	25,800
13 Computer Merchandising	25,212
Total	784,159

Avg. Subscrip. Circ.	
1 Interface Age	36,156
2 Chain Store Age G.M.E.	25,800
3 Telephone Engrn. & Mgt.	16,836
4 Modern Healthcare	7,835
5 Building Dsgn. & Const.	0
6 Computer Merchandising	0
7 Consumer Electronics	0
8 Electronic Business	0
9 Material Handling Engrg.	0
10 Meeting News	0
11 MIS Week	0
12 Natl. Home Center News	0
13 Packaging	0
Total	86,627

Avg. Edit. Pgs./Copy	
1 Interface Age	113
2 Computer Merchandising	106
3 Consumer Electronics	83
4 Modern Healthcare	83
5 Packaging	82
6 Electronic Business	76
7 Building Dsgn. & Const.	74
8 Material Handling Engrg.	68
9 Telephone Engrn. & Mgt.	63
10 Chain Store Age G.M.E.	62
11 Natl. Home Center News	47
12 MIS Week	21
13 Meeting News	ne

ne = not estimated

Business market performance summaries

Total Revenue		
Rank '83	Market Name	1983 Total Rev. (\$000)
1	Medical	177,370
2	Electronics	159,612
3	Data Processing	142,385
4	Retail Management	90,499
5	Industrial Prod. & Design Engin.	89,343
6	Finance & Investing	78,519
7	Food Service	61,312
8	Aerospace & Aviation	50,587
9	Chemicals	48,137
10	Apparel	46,348
11	Business & Consumer Svcs.	45,830
12	Marketing	45,603
13	Architecture & Housing	35,052
14	Nursing	31,353
15	Automotive	27,985
16	Metals	20,104
17	Petroleum	20,071
18	Education	20,027

Advertising Revenue		
Rank '83	Market Name	1983 Ad Rev. (\$000)
1	Medical	160,550
2	Electronics	153,177
3	Data Processing	133,526
4	Retail Management	87,132
5	Industrial Prod. & Design Engin.	87,037
6	Food Service	60,247
7	Finance & Investing	51,230
8	Apparel	41,774
9	Chemicals	41,709
10	Marketing	38,245
11	Aerospace & Aviation	35,633
12	Architecture & Housing	26,563
13	Business & Consumer Svcs.	26,298
14	Automotive	24,145
15	Petroleum	17,812
16	Metals	15,751
17	Nursing	13,973
18	Education	11,754

Advertising Pages		
Rank '83	Market Name	1983 Ad Pages
1	Medical	45,731
2	Electronics	37,022
3	Data Processing	26,195
4	Retail Management	22,635
5	Industrial Prod. & Design Engin.	19,787
6	Food Service	12,606
7	Chemicals	11,505
8	Business & Consumer Svcs.	11,289
9	Apparel	9,980
10	Finance & Investing	7,280
11	Marketing	6,851
12	Architecture & Housing	6,331
13	Petroleum	5,613
14	Aerospace & Aviation	5,335
15	Automotive	5,029
16	Metals	4,387
17	Education	3,191
18	Nursing	2,184

Average Circulation		
Rank '83	Market Name	1983 Avg. Circulation
1	Medical	3,136,868
2	Electronics	1,537,555
3	Business & Consumer Svcs.	1,268,214
4	Industrial Prod. & Design Engin.	1,225,197
5	Nursing	1,212,209
6	Data Processing	1,195,134
7	Aerospace & Aviation	784,335
8	Retail Management	608,752
9	Education	517,640
10	Chemicals	446,249
11	Finance & Investing	433,836
12	Food Service	401,258
13	Architecture & Housing	374,034
14	Automotive	353,300
15	Metals	218,096
16	Marketing	176,436
17	Petroleum	99,040
18	Apparel	86,875

Business market performance summaries

Subscription Revenue		
Rank '83	Market Name	1983 Sub. Rev. (\$000)
1	Business & Consumer Svcs.	19,531
2	Finance & Investing	18,935
3	Nursing	17,379
4	Medical	16,813
5	Aerospace & Aviation	13,202
6	Education	8,273
7	Architecture & Housing	8,013
8	Data Processing	7,282
9	Marketing	7,140
10	Electronics	6,436
11	Chemicals	6,427
12	Apparel	4,358
13	Metals	4,353
14	Automotive	3,839
15	Retail Management	3,368
16	Industrial Prod. & Design Engin.	2,305
17	Petroleum	2,259
18	Food Service	1,065

Average Subscriptions		
Rank '83	Market Name	1983 Avg. Sub. Cnt.
1	Business & Consumer Svcs.	1,238,596
2	Nursing	1,212,209
3	Medical	818,168
4	Aerospace & Aviation	657,284
5	Education	517,640
6	Electronics	395,607
7	Architecture & Housing	354,796
8	Chemicals	286,126
9	Retail Management	253,951
10	Finance & Investing	228,929
11	Data Processing	207,659
12	Automotive	186,563
13	Marketing	156,330
14	Industrial Prod. & Design Engin.	103,627
15	Petroleum	95,154
16	Apparel	85,163
17	Food Service	64,675
18	Metals	46,426

CBS MAGAZINES

PROUD OF WHAT WE PRINT

WOMAN'S DAY WOMAN'S DAY SPECIALS FIELD & STREAM ROAD & TRACK AMERICAN PHOTOGRAPHER CUISINE
POPULAR MAGAZINE GROUP MECHANIX ILLUSTRATED AUDIO WORLD TENNIS CYCLE WORLD FAMILY WEEKLY

Figures are Folio estimates for the calendar year 1983.
©1984 Folio Publishing Corporation.

Folio:400/371

Business market performance summaries

Net Change Ad Revenue

Rank '83	Market Name	Net Chg. Ad Rev. '82-'83 (\$000)
1	Data Processing	31,665
2	Electronics	25,820
3	Medical	19,611
4	Food Service	10,192
5	Finance & Investing	8,712
6	Retail Management	8,431
7	Marketing	6,968
8	Apparel	6,801
9	Business & Consumer Svcs.	4,857
10	Architecture & Housing	4,842
11	Automotive	4,223
12	Aerospace & Aviation	2,873
13	Education	1,985
14	Industrial Prod. & Design Engin.	1,082
15	Nursing	-1,059
16	Chemicals	-2,719
17	Metals	-4,030
18	Petroleum	-6,973

Net Change Ad Pages

Rank '83	Market Name	Net Chg. Ad Pages '82/'83
1	Data Processing	3,714
2	Electronics	3,685
3	Medical	1,658
4	Food Service	984
5	Apparel	898
6	Marketing	742
7	Finance & Investing	632
8	Retail Management	624
9	Automotive	584
10	Business & Consumer Svcs.	473
11	Education	311
12	Architecture & Housing	294
13	Aerospace & Aviation	284
14	Industrial Prod. & Design Engin.	231
15	Nursing	-362
16	Chemicals	-1,222
17	Metals	-1,632
18	Petroleum	-2,660

Net Change Average Circulation

Rank '83	Market Name	Net Chg. Avg. Circ. '82/'83
1	Data Processing	66,069
2	Architecture & Housing	52,594
3	Electronics	50,570
4	Finance & Investing	50,369
5	Medical	47,103
6	Food Service	20,238
7	Industrial Prod. & Design Engin.	13,139
8	Business & Consumer Svcs.	6,355
9	Retail Management	610
10	Automotive	-362
11	Apparel	-1,129
12	Petroleum	-2,372
13	Marketing	-2,756
14	Metals	-3,248
15	Chemicals	-5,365
16	Education	-7,197
17	Aerospace & Aviation	-12,815
18	Nursing	-53,664

Net Change Avg. Subscription Circ.

Rank '83	Market Name	Net Chg. Avg. Sub. Circ. '82/'83
1	Architecture & Housing	52,700
2	Electronics	19,834
3	Finance & Investing	17,054
4	Data Processing	11,633
5	Business & Consumer Svcs.	5,719
6	Food Service	3,476
7	Marketing	1,645
8	Apparel	159
9	Automotive	-506
10	Industrial Prod. & Design Engin.	-819
11	Petroleum	-2,176
12	Metals	-3,740
13	Chemicals	-4,784
14	Education	-7,197
15	Medical	-7,728
16	Retail Management	-8,869
17	Aerospace & Aviation	-9,359
18	Nursing	-53,664

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

INDUSTRY'S CLIMB OUT OF RECESSION CLOUDS BRINGS ADS WITH IT...

Four-book market carries 284 more ad pages vs. shaky '82. Ad dollar gain is nearly \$3 million.

Average total revenue growth is 9%, with all 4 books on positive side. Circulation is gained by 3 out of 4.

Ad revenues account for 70% of market's total dollars.

BUSINESS SEGMENT ACHIEVES STEEPER GROWTH RATE...

Aviation Week & Space Technology logs top circulation, subscription revenue, and ad page growth rates. Also largest in total and ad revenues, ad pages.

Business & Commercial Aviation records best pace in total and ad dollars vs. '82.

WHILE GENERAL AVIATION BOOKS HOLD THEIR OWN...

AOPA Pilot has most paid subscriptions, and grows 2nd fastest in circulation.

Flying has 2nd largest subscription circ, and is only book available at the newsstands.

1 Av. Wk. & Space Tech.	3,188
2 Bus. & Com. Aviatn.	1,128
3 Flying	512
4 AOPA Pilot	507
Total	5,335

1 Av. Wk. & Space Tech.	10.9
2 Bus. & Com. Aviatn.	5.2
3 Flying	-6.6
4 AOPA Pilot	-9.0

1 Av. Wk. & Space Tech.	314
2 Bus. & Com. Aviatn.	56
3 Flying	-36
4 AOPA Pilot	-50
Total	284

1 Bus. & Com. Aviatn.	94
2 Av. Wk. & Space Tech.	61
3 Flying	43
4 AOPA Pilot	42

1 Av. Wk. & Space Tech.	18,056
2 Bus. & Com. Aviatn.	8,178
3 Flying	6,104
4 AOPA Pilot	3,295
Total	35,633

1 Bus. & Com. Aviatn.	16.8
2 Av. Wk. & Space Tech.	7.4
3 Flying	5.6
4 AOPA Pilot	4.1

1 Av. Wk. & Space Tech.	1,241
2 Bus. & Com. Aviatn.	1,175
3 Flying	326
4 AOPA Pilot	131
Total	2,873

1 Bus. & Com. Aviatn.	96
2 Flying	64
3 Av. Wk. & Space Tech.	63
4 AOPA Pilot	55

1 Flying	329,838
2 AOPA Pilot	263,764
3 Av. Wk. & Space Tech.	139,007
4 Bus. & Com. Aviatn.	51,726
Total	784,335

1 Av. Wk. & Space Tech.	4.1
2 AOPA Pilot	1.9
3 Bus. & Com. Aviatn.	0.7
4 Flying	-6.7

1 Av. Wk. & Space Tech.	5,506
2 AOPA Pilot	4,866
3 Bus. & Com. Aviatn.	365
4 Flying	-23,552
Total	-12,815

1 Av. Wk. & Space Tech.	6,229
2 Flying	3,806
3 AOPA Pilot	3,167
4 Bus. & Com. Aviatn.	0
Total	13,202

1 Av. Wk. & Space Tech.	24,285
2 Flying	11,672
3 Bus. & Com. Aviatn.	8,178
4 AOPA Pilot	6,462
Total	50,597

1 Bus. & Com. Aviatn.	16.8
2 Av. Wk. & Space Tech.	10.3
3 Flying	6.0
4 AOPA Pilot	3.5

1 Bus. & Com. Aviatn.	190
2 Av. Wk. & Space Tech.	124
3 Flying	107
4 AOPA Pilot	97

1 Av. Wk. & Space Tech.	19.8
2 Flying	6.9
3 AOPA Pilot	2.8
4 Bus. & Com. Aviatn.	n/a

1 AOPA Pilot	263,764
2 Flying	254,513
3 Av. Wk. & Space Tech.	139,007
4 Bus. & Com. Aviatn.	0
Total	657,284

1 Av. Wk. & Space Tech.	4.1
2 AOPA Pilot	1.9
3 Bus. & Com. Aviatn.	n/a
4 Flying	-7.2

1 Av. Wk. & Space Tech.	5,506
2 AOPA Pilot	4,866
3 Bus. & Com. Aviatn.	n/a
4 Flying	-19,731
Total	-9,359

n/a = not applicable
ne = not estimated

Magazine Profiles

The Aircraft Owners & Pilots Association
421 Aviation Way
Frederick, MD 21701
(301) 695-2056
Year founded: 1958
Published: 12x per year

Publisher: John L. Baker

Editorial Description: AOPA Pilot is edited for the general aviation pilots and aircraft owners who are members of the Aircraft Owners and Pilots Association. It reports on FAA rules, regulations and actions of other U.S. Government agencies affecting private and business pilots. Special features for beginners and experienced pilots alike are designed to promote safer, more enjoyable flying through increased knowledge and pilot proficiency. Regular features include: Pilot News, Safety Corner, Washington Council, Never Again, VFR and IFR Survival Strategies and Legally Speaking.

Member: ABC

Primary SRDS Classification No. 7

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3288
Year founded: 1916
Published: Weekly

Publisher: John W. Patten

Other key contacts: Paul C. Halas, Director of Marketing; Robert Rottmeier, Director International Marketing

Editorial Description: Aviation Week & Space Technology serves aerospace market sectors including military, government, commercial air transportation and corporate aviation. Industry coverage includes: military, commercial and corporate aircraft; rockets; missiles; space vehicles; powerplants; avionics; and related components and equipment.

Member: ABC, ABP

Primary SRDS Classification No. 7

Business & Commercial Aviation

Ziff-Davis Publishing Co.
Westchester County Airport
White Plains, NY 10604
(914) 948-1912
Year founded: 1958
Published: 12x per year

Publisher: David W. Ewald

Advertising Director: Gary S. Worden

Editorial Description: Business and Commercial Aviation is edited for those who own and/or are responsible for management, operation and maintenance of business type aircraft (including commuters and helicopters). Intelligence papers summarize news while articles describe management techniques, new aircraft and accessory equipment, sales, procedures and maintenance methods.

Member: BPA

Primary SRDS Classification No. 7

(continued on page 409)

MARKET NEWSLINE•MARKET NEWSLINE•MARKET

FAIRCHILD TWINS COMPRISE ENTIRE MARKET...

Women's Wear Daily and brother *Daily News Record* only 2 apparel trade books in Folio:400.

Books please parent with gains of 900 ad pages and nearly \$7 million in ad dollars vs. '82.

1892 WAS A VERY GOOD YEAR...

Both publications first went to press 92 years ago, *WWD* to chronicle developments in women's clothing and *DNR* to keep industry abreast of gentlemen's threads.

BUT 1983 WAS EVEN BETTER...

Especially for *Daily News Record*. Male sibling, financially half the size of big sister, grows by 1/3 in total revenues due to strong ad page and dollar gains.

Women's Wear Daily also basks in double-digit total revenue growth after impressive all-around performance. In revenue, it is again 2nd biggest Folio:400 business publication.

See magazine profiles in this section for brief editorial descriptions and listings of key advertising contacts.

1 Women's Wear Daily 6,740 2 Daily News Record 3,240 Total 9,980	1 Daily News Record 8.9 2 Women's Wear Daily 2.2	1 Daily News Record 750 2 Women's Wear Daily 148 Total 898	1 Women's Wear Daily 27 2 Daily News Record 13
1 Women's Wear Daily 28,775 2 Daily News Record 22,999 Total 41,774	1 Daily News Record 33.3 2 Women's Wear Daily 14.1	1 Women's Wear Daily 3,555 2 Daily News Record 3,246 Total 6,801	1 Women's Wear Daily 14 2 Daily News Record ne
1 Women's Wear Daily 64,149 2 Daily News Record 22,726 Total 86,875	1 Women's Wear Daily -0.8 2 Daily News Record -2.6	1 Women's Wear Daily -516 2 Daily News Record -613 Total -1,129	1 Women's Wear Daily 1,712 2 Daily News Record 0 Total 1,712
1 Women's Wear Daily 32,213 2 Daily News Record 14,135 Total 46,348	1 Daily News Record 29.2 2 Women's Wear Daily 12.3	1 Women's Wear Daily 41 2 Daily News Record ne	1 Daily News Record n/a 2 Women's Wear Daily -42.9
1 Women's Wear Daily 62,437 2 Daily News Record 22,726 Total 85,163	1 Women's Wear Daily 1.3 2 Daily News Record -2.6	1 Women's Wear Daily 772 2 Daily News Record -613 Total 159	1 Daily News Record n/a 2 Women's Wear Daily -3,000 Total -3,000
1 Women's Wear Daily 3,222 2 Daily News Record 1,136 Total 4,358	1 Women's Wear Daily 1.2 2 Daily News Record -4.4	1 Women's Wear Daily 217 2 Daily News Record 0 Total 217	1 Daily News Record n/a 2 Women's Wear Daily -20.7

n/a = not applicable
ne = not estimated

Magazine Profiles

Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4190
Year founded: 1893
Published: Daily (M-F)

Publisher: Herbert Blueweiss
Advertising Director: Morris Chaklai

Editorial Description: Daily News Record supplies fashion, product, merchandising and marketing news of men's and boys' wear and textiles. Coverage starts at the fiber producer level with daily primary market prices, and encompasses news of textile mills, clothing manufacturing, wholesaling and retailing, as well as primary prices, production and marketing news of textiles for industrial end products.

Member: ABC

Primary SRDS Classification No. 31

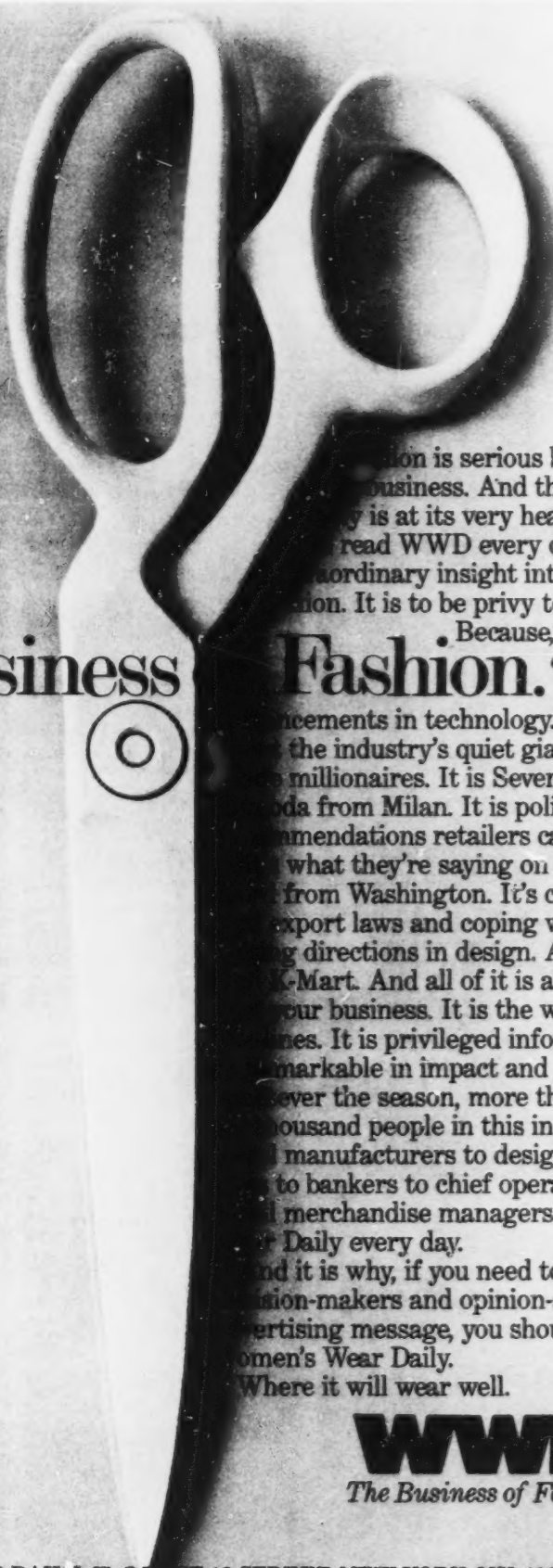
Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4431
Published: Daily (M-F)

Publisher: John B. Fairchild
Advertising Director: Olivia Thompson
Other key contacts: Gene Fahy, Group Vice President; Michael Coady, Senior Vice President, Associate Publisher

Editorial Description: Women's Wear Daily reports on women's and children's ready-to-wear, sportswear, innerwear, accessories, furs, legwear, and active sportswear, and on fiber and fabrics, cosmetics and fragrance, to keep segments of the fast-changing fashion industry up-to-date on fashion and business news. Regional issues, published 5 times a year for each Chicago, Atlanta, Dallas and California market, give coverage of regional shows to retailers who shop these markets.

Member: ABC

Primary SRDS Classification No. 35A



The Business

Fashion.

Fashion is serious business. And very business. And that Women's Wear Daily is at its very heart. To read WWD every day is to gain extraordinary insight into the business of fashion. It is to be privy to trade secrets. Because, quite simply, it is expert reporting. On fibers and fabrics. Advancements in technology. It is to find out the industry's quiet giants and its self-millionaires. It is Seventh Avenue slick and moda from Milan. It is political philosophy and recommendations retailers can use. It's what they're saying on Wall Street and the from Washington. It's changes in import export laws and coping with credit. It's identifying directions in design. And it's Issey Miyake K-Mart. And all of it is about how it will affect your business. It is the way to read between the lines. It is privileged information. Remarkable in impact and authority, it is why, every season, more than two hundred and thousand people in this industry—from apparel manufacturers to designers to mill executives to bankers to chief operating officers and merchandise managers—read Women's Wear Daily every day. And it is why, if you need to reach these apparel fashion-makers and opinion-shapers with your advertising message, you should put it in Women's Wear Daily. Where it will wear well.

WWD
The Business of Fashion.

WOMEN'S WEAR DAILY □ 7 EAST 12 STREET, NEW YORK, NY. 10003 □ (212) 741-4000

HOUSING AND RELATED INDUSTRIES AMONG FIRST TO RECOVER FROM LEAN YEARS. . .

Four books in market add just under \$5 million and 300 ad pages vs. downyear '82. All achieve total revenue growth.

Circulations also recover with 53,000 new subscriptions, nearly all of them paid.

BOOM HITS BUILDING AND DESIGN BOOKS. . .

Tops in circulation *Builder* doubles revenues via best ad page and dollar growth rates, top subscription revenue rise.

Architectural Record, already tops in ad dollars, has 2nd best ad revenue boost, one that most top finishers would envy.

Solid all-around growth results in strong year for ad page leader *Interior Design*. Only market book with newsstand sales.

Progressive Architecture designs 2nd best subscription dollar growth plan with gains exceeding +25% vs. '82.

Magazine profiles within this section detail editorial positions, list key publishing contacts.

ARCHITECTURAL RECORD CAN START MORE SALES FOR YOU THAN YOUR SALES FORCE.



Today's building products salespeople are not sales-starters. Nor should they be. At an average cost of \$200 per industrial sales call, and five calls to close the average sale, you can't afford to send good people out chasing smokestacks.

In today's market, when *Sweet's Catalog Files* take up whole library walls in architectural offices, and building products specifiers research prices cross-country via computer-to-computer telephone, the *customer* starts the sale—not your sales force.

Your best salespeople are professional sales *closers* who work with customers, not on them. They service and develop accounts, helping their customers grow, helping you profit. What your people need are leads—*sales starts*.

Architectural Record can deliver more qualified sales leads

than your entire sales force can—from architects, engineers and other building product specifiers who will respond to your advertising in Architectural Record. Here's how we know:

1. Every time an architect or builder takes out a building permit for new construction or remodeling, anywhere in America, one of more than 400 researchers reports the fact to *Dodge Reports*.
2. We compare our subscription lists with *Dodge Reports*, which prove, month after month, that 92% of the dollar volume of *all* architect-planned building in America

(\$81 billion annually) is being done by Architectural Record subscribers.

3. But 70% of our subscribers tell us they do not—*will not*—see salespeople. Therefore, you'll reach them *only* by advertising in Architectural Record.

And we can prove that they'll respond to you.

Just call or write on your letterhead to Paul B. Beatty, Publisher, and we'll send you a sample of one of the Inquiry Quality Reports we send to advertisers every month. It summarizes *who*—by title and type of firm—has responded to an ad in Architectural Record, *what* type of work—new or remodeling—they are involved in, and *where* the inquiries have come from, state by state.

We know, and our advertisers know, that Architectural Record delivers results and starts sales. Make us prove it to you.

ARCHITECTURAL RECORD
1221 Avenue of the Americas
New York, N.Y. 10020
212/512-4685



1 Interior Design	2,736
2 Architectural Record	1,522
3 Progressive Architect.	1,240
4 Builder	833
Total	6,331

1 Builder	65.6
2 Architectural Record	7.4
3 Interior Design	-2.2
4 Progressive Architect.	-6.1

1 Builder	330
2 Architectural Record	105
3 Interior Design	-61
4 Progressive Architect.	-80
Total	294

1 Interior Design	228
2 Architectural Record	109
3 Progressive Architect.	103
4 Builder	69

1 Architectural Record	8,570
2 Interior Design	7,520
3 Builder	5,308
4 Progressive Architect.	5,165
Total	26,563

1 Builder	99.1
2 Architectural Record	25.0
3 Interior Design	7.5
4 Progressive Architect.	-0.7

1 Builder	2,642
2 Architectural Record	1,713
3 Interior Design	522
4 Progressive Architect.	-35
Total	4,842

1 Interior Design	122
2 Architectural Record	86
3 Progressive Architect.	75
4 Builder	63

1 Builder	176,361
2 Architectural Record	75,912
3 Progressive Architect.	72,934
4 Interior Design	48,827
Total	374,034

1 Builder	36.3
2 Interior Design	5.4
3 Progressive Architect.	3.0
4 Architectural Record	1.4

1 Builder	46,949
2 Interior Design	2,481
3 Progressive Architect.	2,105
4 Architectural Record	1,059
Total	52,594

1 Builder	2,732
2 Architectural Record	2,291
3 Progressive Architect.	1,563
4 Interior Design	1,427
Total	8,013

1 Architectural Record	10,861
2 Interior Design	9,423
3 Builder	8,040
4 Progressive Architect.	6,728
Total	35,052

1 Builder	81.2
2 Architectural Record	21.3
3 Interior Design	6.9
4 Progressive Architect.	4.5

1 Interior Design	350
2 Architectural Record	194
3 Progressive Architect.	179
4 Builder	132

1 Builder	54.4
2 Progressive Architect.	26.1
3 Architectural Record	9.2
4 Interior Design	6.8

1 Builder	165,061
2 Architectural Record	75,912
3 Progressive Architect.	72,934
4 Interior Design	40,889
Total	354,796

1 Builder	39.9
2 Interior Design	6.4
3 Progressive Architect.	3.0
4 Architectural Record	1.4

1 Builder	47,060
2 Interior Design	2,476
3 Progressive Architect.	2,105
4 Architectural Record	1,059
Total	52,700

Magazine Profiles

Architectural Record

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-4685
Year founded: 1891
Published: 14x per year

Publisher: Paul B. Beatty
Advertising Director: Paul B. Beatty
Other key contacts: Harrington A. Rose, Director of National Advertising

Editorial Description: Architectural Record is edited for architects and engineers engaged in building design and product specification. Editorial content includes business (news of building volume, legal activity, office practice, computers, marketing) design, engineering and new products and literature. Just over 50 percent of editorial is devoted to design: the presentation of important new buildings, design philosophy, urban planning and interior design.

Member: BPA
Primary SRDS Classification No. 4

Hanley-Wood, Inc.
15th & M Streets, N.W.
Washington, DC 20005
(202) 822-0390
Year founded: 1947
Published: Monthly

Publisher: Michael M. Wood
Advertising Director: Peter H. Miller
Other key contacts: Frank Anton, Editor; John T. Aquino, Associate Publisher; Michael J. Hanley, Chairman

Editorial Description: Builder, the official magazine of the National Association of Home Builders, is committed to helping the housing industry build better housing. To do this it provides balanced coverage of subjects and issues important to the housing industry, including design, marketing, business management, the economy, finance, construction, new products, commercial building and remodeling, as well as home building, government affairs and the activities of NAHB. Special editorial features include: "Outlook," a monthly market forecast from NAHB's Chief Economist, Michael Sumichrast; "Design Workshop" and "Sketchbook," monthly stories on good design; "Ground Breakers," a monthly focus on innovative housing; and "Shop Talk,"

a regular feature on construction techniques.

Member: BPA
Primary SRDS Classification No. 19

Interior Design

Cahners Publishing Co.
850 Third Avenue
New York, NY 10022
(212) 715-2600
Year founded: 1932
Published: 12x per year

Publisher: Lester Dundes
Advertising Director: Don W. Gross

Editorial Description: Interior Design is edited for professional designer/specifiers of contract and residential interiors. Every issue presents news about people, events, and activities of major market interest. Every issue presents feature coverage of both contract and residential installations. Feature articles also highlight sources of supply for furniture, fabrics, carpeting, floor and wall coverings, accessories, hardware, lamps, lighting, building products, etc.

Member: ABC
Primary SRDS Classification No. 73

(continued on page 409)

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

DETROIT REBOUND BENEFITS MAGAZINES. . .

Four-book market purrs ahead with 584 more ad pages, \$4+ million more ad revenues vs. 1982.

Circulations virtually flat; paid subscriptions slightly off vs. '82 as ads bring in 86% of total market dollars.

GENERAL INDUSTRY FOCUS PROVIDES FULL-SIZED REVENUES, FASTEST GROWTH AVENUE. . .

Automotive News is largest market book in total revenues, ad and subscription dollars and ad pages. It also has best growth rate in most key measurements, including ad pages and revenues.

BUT TARGETED BOOKS CLEARLY HAVE THEIR NICHES. . .

Mechanical-minded *Motor* is tops in circulation, paid subscriptions, and circulation growth.

Heavy Duty Trucking has second best growth pace in ad pages and revenues.

Fleet Owner-Big Fleet Edition nets double-digit total revenue growth, market's 2nd highest total ad page count.

See magazine profiles in this section for specific editorial descriptions and listings of key contacts for further information.

1 Automotive News	2,393
2 Fleet Owner/Big Fleet	1,141
3 Heavy Duty Trucking	1,001
4 Motor	494
Total	5,029

1 Automotive News	31.3
2 Heavy Duty Trucking	8.6
3 Fleet Owner/Big Fleet	1.2
4 Motor	-13.6

1 Automotive News	570
2 Heavy Duty Trucking	79
3 Fleet Owner/Big Fleet	13
4 Motor	-78
Total	584

1 Fleet Owner/Big Fleet	95
2 Heavy Duty Trucking	83
3 Automotive News	44
4 Motor	41

1 Automotive News	9,864
2 Fleet Owner/Big Fleet	6,094
3 Heavy Duty Trucking	5,145
4 Motor	3,042
Total	24,145

1 Automotive News	41.6
2 Heavy Duty Trucking	20.8
3 Fleet Owner/Big Fleet	11.4
4 Motor	-5.8

1 Automotive News	2,900
2 Heavy Duty Trucking	886
3 Fleet Owner/Big Fleet	624
4 Motor	-187
Total	4,223

1 Fleet Owner/Big Fleet	91
2 Motor	41
3 Automotive News	29
4 Heavy Duty Trucking	ne

1 Motor	126,635
2 Heavy Duty Trucking	90,779
3 Fleet Owner/Big Fleet	75,958
4 Automotive News	59,928
Total	353,300

1 Motor	0.8
2 Fleet Owner/Big Fleet	0.2
3 Heavy Duty Trucking	0.0
4 Automotive News	-2.4

1 Motor	984
2 Fleet Owner/Big Fleet	144
3 Heavy Duty Trucking	0
4 Automotive News	-1,490
Total	-362

1 Automotive News	2,321
2 Motor	1,518
3 Fleet Owner/Big Fleet	0
4 Heavy Duty Trucking	0
Total	3,839

1 Automotive News	12,186
2 Fleet Owner/Big Fleet	6,094
3 Heavy Duty Trucking	5,145
4 Motor	4,560
Total	27,985

1 Automotive News	30.0
2 Heavy Duty Trucking	20.8
3 Fleet Owner/Big Fleet	11.4
4 Motor	-5.3

1 Fleet Owner/Big Fleet	186
2 Motor	82
3 Automotive News	74
4 Heavy Duty Trucking	ne

1 Fleet Owner/Big Fleet	n/a
2 Heavy Duty Trucking	n/a
3 Automotive News	-3.6
4 Motor	-4.4

1 Motor	984
2 Fleet Owner/Big Fleet	n/a
3 Heavy Duty Trucking	n/a
4 Automotive News	-1,490
Total	-506

1 Motor	126,635
2 Automotive News	59,928
3 Fleet Owner/Big Fleet	0
4 Heavy Duty Trucking	0
Total	186,563

1 Motor	0.8
2 Fleet Owner/Big Fleet	n/a
3 Heavy Duty Trucking	n/a
4 Automotive News	-2.4

n/a = not applicable
ne = not estimated

Magazine Profiles

Crain Communications Inc.
965 East Jefferson Avenue
Detroit, MI 48207
(313) 446-6000
Year founded: 1925
Published: Weekly

Publisher: Keith E. Crain
Advertising Director: M. Reid MacGuidwin

Editorial Description: Automotive News covers current events and developments involving the automotive trade. News articles include sales and production figures, market analysis, interpretation of news reports, insight into industry problems, legislation affecting the automotive business, new styling, engineering, production and material developments, special reports. Special features include: monthly sections covering Auto Making Service Management, Automotive World News, the Truck Industry and Leisure Vehicles.

Member: ABC, ABP
Primary SRDS Classification No. 6

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-4563
Year founded: 1928
Published: Monthly

Publisher: Paul Kisseberth
Advertising Director: Pete Callahan
Other key contacts: Joseph Eckl, Manager Marketing & Production Services

Editorial Description: Fleet Owner/Big Fleet Edition is edited for management personnel responsible for the administration, operations, maintenance and specification of truck and bus fleets having 10 or more vehicles. Feature articles and special reports cover management procedures, operating techniques, equipment and maintenance planning and practice, safety regulations, industry news, present and prospective equipment developments. Regular departments include: staff opinion reports on labor, maintenance, equipment, operations, economics; transportation economic forecast from Data Resource, Inc.; Dateline News and analysis; Technical News; new vehicles, new products and current literature.

Member: BPA
Primary SRDS Classification No. 96

Newport Publications
4001 Westerly Place, Box W
Newport Beach, CA 92660
(714) 833-0512
Year founded: 1922
Published: Monthly

Publisher: Kent Powell

Editorial Description: Heavy Duty Trucking is written for heavy truck fleets operating tractor-trailer combinations and straight trucks of Class 7 & 8 (over 26,000 lbs. gvwr). News and feature articles are designed to help provide more efficient management through the selection, operation and maintenance of trucks, trailers, components and equipment. Articles cover long and short haul operations, private, for-hire and contract carriage, both on and off-highway.

Member: BPA
Primary SRDS Classification No. 96

Hearst Business Books Publishing Group
555 West 57th Street
New York, NY 10019

(continued on page 446)

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

SERVICE ECONOMY STEAMS AHEAD...

Diverse 5-book market gains \$6.3 million vs. 1982 in total revenues; ad dollars largely responsible, averaging +40%.

Don't ignore readers, though: circulation revenues up 12% on average and account for 43% of market's total dollars.

MARKET PUBLICATIONS REAP BENEFITS...

Real Estate Today, largest market book in total revenues, circulation and circulation dollars, doubles ad pages in 2nd full year as national ad vehicle.

Smallest market book in total revenues is fastest growing: *ABA Journal* achieves 25+% total revenue growth behind strong ad page and dollar performance.

Ad page and dollar leader *The Travel Agent* sets growth pace in subscriptions.

Business Insurance tops market in circulation growth.

Journal of Accountancy credits solid year to strong ad performance, circulation hike.

1 The Travel Agent	8,151
2 Business Insurance	1,488
3 Jour. of Accountancy	922
4 ABA Journal	645
5 Real Estate Today	83
Total	11,289

1 Real Estate Today	118.9
2 ABA Journal	21.2
3 Jour. of Accountancy	10.2
4 The Travel Agent	3.6
5 Business Insurance	-3.6

1 The Travel Agent	286
2 ABA Journal	113
3 Jour. of Accountancy	85
4 Real Estate Today	45
5 Business Insurance	-56
Total	473

1 The Travel Agent	78
2 Jour. of Accountancy	77
3 ABA Journal	54
4 Business Insurance	29
5 Real Estate Today	9

1 The Travel Agent	11,853
2 Business Insurance	5,737
3 ABA Journal	4,474
4 Jour. of Accountancy	3,598
5 Real Estate Today	636
Total	26,298

1 Real Estate Today	98.2
2 ABA Journal	38.0
3 Jour. of Accountancy	31.5
4 The Travel Agent	17.3
5 Business Insurance	14.0

1 The Travel Agent	1,745
2 ABA Journal	1,232
3 Jour. of Accountancy	862
4 Business Insurance	703
5 Real Estate Today	315
Total	4,857

1 ABA Journal	107
2 Jour. of Accountancy	74
3 Real Estate Today	58
4 Business Insurance	21
5 The Travel Agent	ne

1 Real Estate Today	596,976
2 ABA Journal	333,041
3 Jour. of Accountancy	263,571
4 Business Insurance	42,415
5 The Travel Agent	32,211
Total	1,268,214

1 Business Insurance	3.2
2 Jour. of Accountancy	3.1
3 The Travel Agent	2.5
4 ABA Journal	2.4
5 Real Estate Today	-1.9

1 Jour. of Accountancy	8,002
2 ABA Journal	7,735
3 Business Insurance	1,301
4 The Travel Agent	782
5 Real Estate Today	-11,465
Total	6,355

1 Real Estate Today	11,641
2 Jour. of Accountancy	4,909
3 ABA Journal	1,770
4 Business Insurance	997
5 The Travel Agent	214
Total	19,531

1 Real Estate Today	12,277
2 The Travel Agent	12,067
3 Jour. of Accountancy	8,507
4 Business Insurance	6,735
5 ABA Journal	6,244
Total	45,830

1 ABA Journal	25.5
2 The Travel Agent	17.2
3 Business Insurance	15.8
4 Real Estate Today	15.1
5 Jour. of Accountancy	13.7

1 ABA Journal	161
2 Jour. of Accountancy	151
3 Real Estate Today	67
4 Business Insurance	49
5 The Travel Agent	ne

1 Business Insurance	27.4
2 The Travel Agent	15.1
3 Real Estate Today	12.5
4 Jour. of Accountancy	3.4
5 ABA Journal	2.2

n/a = not applicable
ne = not estimated

Magazine Profiles

American Bar Association
33 West Monroe Street
Chicago, IL 60603
(312) 621-1688
Year founded: 1915
Published: Monthly

Publisher: Richard B. Allen
Advertising Director: Gertrude Buikema
Other key contacts: Grant M. Duers, Assistant Publisher/Controller

Editorial Description: American Bar Association Journal is edited for those in the legal profession, and primarily for lawyers in private practice or judges of trial or appellate courts, federal and state. Articles deal with matters of current interest to the legal professional. Articles are not strictly limited to the law, but are chosen to provide insight into problems facing society that have legal implications. Reviews of books of general interest are included along with reviews of technical legal works. Other regular departments are devoted to digests of U.S. Supreme Court de-

cisions, significant rulings of other courts and government agencies and taxation.

Member: BPA

Primary SRDS Classification No. 80

Crain Communications Inc.
220 East 42nd Street
New York, NY 10017
(212) 210-0133
Year founded: 1967

Published: Weekly, every Monday

Publisher: Alfred Malecki
Advertising Director: Donald A. Walsh
Other key contacts: Robert L. Niesse, Midwest Sales Manager

Editorial Description: Business Insurance is edited for risk/insurance/benefit management executives and financial executives who purchase property, casualty and employee benefit insurance. It carries news about: risk management, insurance, loss prevention and benefits; developments in commercial insurance, underwriting, new policies, financial performance of insurers and brokers, trends affecting availability of insurance and related services; effects of accidents

and disasters; large court awards; insurance and benefits regulation; developments in health care insurance/services. Specials include: annual survey of financial growth of agents/brokers, including exclusive listing of 20 largest U.S. brokers; financial report on excess/surplus lines insurance market, and others.

Member: BPA

Primary SRDS Classification No. 72

Journal of Accountancy

American Institute of Certified Public Accountants
1211 Avenue of the Americas
New York, NY 10036-8775
(212) 575-6286
Year founded: 1905
Published: Monthly

Publisher: Thomas J. Murphy
Advertising Director: Richard J. Flynn
Other key contacts: Scott Cheney, Advertising Production

Editorial Description: Journal of Accountancy reports on current thinking, developments and trends in accounting, auditing, management advisory services, taxation, education, professional

Business & Consumer Services

ABA Subscribers Circulation

1 Real Estate Today	596,976
2 ABA Journal	321,773
3 Jour. of Accountancy	263,571
4 The Travel Agent	28,571
5 Business Insurance	27,705
Total	1,238,596

ABA Subscribers Circulation

1 The Travel Agent	5.2
2 Business Insurance	3.2
3 Jour. of Accountancy	3.1
4 ABA Journal	2.2
5 Real Estate Today	-1.9

ABA Subscribers Circulation

1 Jour. of Accountancy	8,002
2 ABA Journal	6,895
3 The Travel Agent	1,416
4 Business Insurance	871
5 Real Estate Today	-11,465
Total	5,719

affairs, and related subjects. Each issue contains a selection of articles by CPAs, executives or consultants plus these regular features—News Report, Practitioners Forum, Statements in Quotes, Current Reading and Official Releases.

Member: ABC

Primary SRDS Classification No. 20

Real Estate Today

National Association of Realtors
430 North Michigan Avenue
Chicago, IL 60611
(312) 329-8490
Year founded: 1968
Published: 9x per year

Publisher: David L. Murray
Advertising Director: Karin L. Nelson

Editorial Description: Real Estate Today is intended to serve as a forum for ideas, opinions and practical applications in various areas of residential, brokerage management and commercial-investment real estate. It reports and comments on issues of national interest to the real estate industry, provides a vehicle for disseminating policy statements of the national association and includes information on the national association's activities and interests.

Member: BPA

Primary SRDS Classification No. 19A

The Travel Agent

American Traveler, Inc.
2 West 46th Street
New York, NY 10036
(212) 575-9000
Published: Twice weekly

Publisher: Eric Friedheim
Advertising Director: Art Lubin

Editorial Description: Travel Agent is edited for travel agents and tour wholesalers and it is a publication concentrating on the presentation of news reports covering the various phases of domestic and international travel. Articles, averaging 12 per issue, deal in depth with market research, travel marketing, agent training, etc. Departments include business roundup; personnel changes; trends and forecast from Europe, Pacific, Caribbean, North America; agent sales aids; tour offerings, travel promotion, hotel classifications, tariff data and travel agent proficiency tests. Travel supplements on tourist areas and annual Travel Blue Book and travel films and agent surveys are also included.

Member: ABC

Primary SRDS Classification No. 149B

The Affluent Lawyer Needs the New ABA Journal



It's the publication that gives lawyers timely, practical news they can use. Information that will help them do their jobs and run their offices better. Latest developments and trends—from Supreme Court decisions to the effect of new reproductive technologies on our legal system. All written in a lively and thought-provoking style and illustrated with contemporary graphics.

If you have an advertising message for lawyers, you should be using the **New ABA JOURNAL**. You may believe that lawyers are seeing your ads in other media. But the best way to reach lawyers is through their own magazine—edited and written in an interesting manner just for them. The average lawyer spends 1 1/4 hours reading every issue!

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New York, N.Y. 10001

New York: (212) 868-6220
Chicago: (312) 337-7018
Los Angeles: (213) 245-1843

CHEMICAL MARKET STRUGGLES...

Seven-book group averages 8.8% decline in ad pages and 4.1% drop in ad revenues.

Circulations suffer less, declining 1.9% on average vs. '82.

DESPITE SOME GLOWING PERFORMANCES...

Chemical Marketing Reporter/Chemical Business, tops in ad pages, finds best formula for total revenue growth is highest ad and subscription dollar paces.

Circulation, sub circ and sub revenue leader *Chemical & Engineering News* gets top boost in ad pages and subscriptions, 2nd best in ad dollars.

Chemical Equipment's 2nd best growth rate due to solid ad revenue catalyst.

Subscription revenue runner-up *Chemical Engineering* also has market's 2nd best sub revenue pace vs. year ago.

See magazine profiles in this section for editorial descriptions and listings of key publishing personnel.

1 Chem.Mkt./Chem.Bus.	2,434
2 Chemical Engineering	2,338
3 Chemical Week	1,625
4 Hydrocarbon Process.	1,466
5 Chemical Processing	1,328
6 Chem. & Engin. News	1,184
7 Chemical Equipment	1,130
Total	11,505

1 Chem. & Engin. News	3.7
2 Chem.Mkt./Chem.Bus.	-0.6
3 Chemical Equipment	-1.0
4 Chemical Engineering	-10.3
5 Chemical Week	-11.5
6 Chemical Processing	-15.8
7 Hydrocarbon Process.	-25.8

1 Chem. & Engin. News	42
2 Chemical Equipment	-11
3 Chem.Mkt./Chem.Bus.	-14
4 Chemical Week	-211
5 Chemical Processing	-250
6 Chemical Engineering	-268
7 Hydrocarbon Process.	-510
Total	-1,222

1 Hydrocarbon Process.	122
2 Chemical Processing	95
3 Chemical Equipment	94
4 Chemical Engineering	87
5 Chem.Mkt./Chem.Bus.	47
6 Chemical Week	31
7 Chem. & Engin. News	23

1 Chemical Engineering	9,886
2 Chemical Week	7,849
3 Chem. & Engin. News	5,900
4 Chemical Equipment	5,126
5 Chemical Processing	4,773
6 Chem.Mkt./Chem.Bus.	4,363
7 Hydrocarbon Process.	3,812
Total	41,709

1 Chem.Mkt./Chem.Bus.	11.1
2 Chem. & Engin. News	9.3
3 Chemical Equipment	7.7
4 Chemical Engineering	-11.2
5 Chemical Week	-11.5
6 Chemical Processing	-12.3
7 Hydrocarbon Process.	-22.1

1 Chem. & Engin. News	500
2 Chem.Mkt./Chem.Bus.	436
3 Chemical Equipment	365
4 Chemical Processing	-671
5 Chemical Week	-1,023
6 Hydrocarbon Process.	-1,079
7 Chemical Engineering	-1,247
Total	-2,719

1 Chemical Engineering	81
2 Chemical Processing	72
3 Chem.Mkt./Chem.Bus.	52
4 Chem. & Engin. News	43
5 Chemical Week	37
6 Chemical Equipment	ne
7 Hydrocarbon Process.	ne

1 Chem. & Engin. News	125,827
2 Chemical Processing	80,035
3 Chemical Equipment	70,107
4 Chemical Engineering	68,326
5 Chemical Week	49,723
6 Hydrocarbon Process.	36,207
7 Chem.Mkt./Chem.Bus.	16,024
Total	446,249

1 Chem. & Engin. News	0.4
2 Chemical Processing	0.0
3 Chemical Equipment	-0.6
4 Hydrocarbon Process.	-1.8
5 Chemical Engineering	-2.3
6 Chem.Mkt./Chem.Bus.	-4.2
7 Chemical Week	-4.6

1 Chem. & Engin. News	508
2 Chemical Processing	-39
3 Chemical Equipment	-432
4 Hydrocarbon Process.	-664
5 Chem.Mkt./Chem.Bus.	-699
6 Chemical Engineering	-1,644
7 Chemical Week	-2,395
Total	-5,365

1 Chem. & Engin. News	2,391
2 Chemical Engineering	1,549
3 Chemical Week	1,300
4 Chem.Mkt./Chem.Bus.	876
5 Hydrocarbon Process.	311
6 Chemical Equipment	0
7 Chemical Processing	0
Total	6,427

n/a = not applicable
ne = not estimated

Magazine Profiles

American Chemical Society
1155 Sixteenth Street, N.W.
Washington, DC 20036
(202) 872-4600
Year founded: 1923
Published: Weekly

Publisher: Michael Heylin, Editor
Ad Management: Centcom, Ltd.
25 Sylvan Road South, Box 231
Westport, CT 06881

Advertising Director: Benjamin W. Jones
Other key contacts: Thomas N. J. Koerwer, President

Editorial Description: Chemical & Engineering News is edited to provide coverage of technical and business developments throughout the chemical process industries. Reports on management, industry and business, sales and marketing, research, production and technology, chemicals, equipment, international, government and people.

Member: ABC

Primary SRDS Classification No. 28

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-6366
Year founded: 1902
Published: Biweekly

Publisher: Charlton H. Calhoun III
Advertising Director: Peter B. Stien

Editorial Description: Chemical Engineering is edited to inform chemical engineers and other technical personnel in the Chemical Process Industries about technical and industrial developments, and interpret their significance. Content includes a newsletter, roundup feature news, stories that highlight trends, articles describing new engineering techniques, pollution control processes, extensive state-of-the-art reports, plus coverage of offerings of new equipment, new chemicals, materials, engineering systems and services, new manufacturers' literature, and new technical books. Regular departments include Process Technology, professional development (You & Your Job), Operation & Maintenance, Cost File Materials Engineering Forum and Plant Notebook.

Member: ABC

Primary SRDS Classification No. 28

Gordon Publications Inc.
P.O. Box 1952
Dover, NJ 07801
(201) 361-9060
Year founded: 1962
Published: 12x per year

Publisher: Bud Ramsey
Other key contacts: Tom Wolf, Industrial Group Publisher

Editorial Description: Chemical Equipment is edited for those engineers concerned with design, building, engineering, operating and maintaining chemical process plants. The editorial consists of new product write-ups and new literature releases.

Member: BPA, ABP

Primary SRDS Classification No. 28

1 Chemical Engineering	11,435
2 Chemical Week	9,150
3 Chem. & Engin. News	8,291
4 Chem.Mkt./Chem.Bus.	5,239
5 Chemical Equipment	5,126
6 Chemical Processing	4,773
7 Hydrocarbon Proc.	4,123
Total	48,137

1 Chem.Mkt./Chem.Bus.	10.1
2 Chemical Equipment	7.7
3 Chem. & Engin. News	6.6
4 Chemical Engineering	-9.7
5 Chemical Week	-10.1
6 Chemical Processing	-12.3
7 Hydrocarbon Process.	-20.9

1 Chemical Engineering	167
2 Chemical Processing	167
3 Chem.Mkt./Chem.Bus.	99
4 Chemical Week	68
5 Chem. & Engin. News	66
6 Chemical Equipment	ne
7 Hydrocarbon Process.	ne

1 Chem.Mkt./Chem.Bus.	5.3
2 Chemical Engineering	1.2
3 Chem. & Engin. News	0.4
4 Chemical Equipment	n/a
5 Chemical Processing	n/a
6 Chemical Week	-0.6
7 Hydrocarbon Process.	-2.4

1 Chem. & Engin. News	125,827
2 Chemical Engineering	68,326
3 Chemical Week	43,628
4 Hydrocarbon Proc.	32,321
5 Chem.Mkt./Chem.Bus.	16,024
6 Chemical Equipment	0
7 Chemical Processing	0
Total	286,126

1 Chem. & Engin. News	0.4
2 Chemical Equipment	n/a
3 Chemical Processing	n/a
4 Hydrocarbon Process.	-1.4
5 Chemical Engineering	-2.3
6 Chem.Mkt./Chem.Bus.	-4.2
7 Chemical Week	-5.4

1 Chem. & Engin. News	508
2 Chemical Equipment	n/a
3 Chemical Processing	n/a
4 Hydrocarbon Process.	-468
5 Chem.Mkt./Chem.Bus.	-699
6 Chemical Engineering	-1,644
7 Chemical Week	-2,481
Total	-4,784

n/a = not applicable
ne = not estimated

Schnell Publishing Company, Inc.
100 Church Street
New York, NY 10007
(212) 732-9820
Year founded: 1871
Published: Weekly

Publisher: Arthur R. Kavalier, President
Other key contacts: John A. Mulheren, Vice President/Marketing; J. Ronald Dorn, Assistant Advertising Director

Editorial Description: Chemical Marketing Reporter is an international newspaper for the chemical process industries. With an editorial accent on the economics of the business, CMR is primarily for buyers and sellers of chemicals and related materials. Editorial content includes analytical reports on developments in the chemical marketplace, plant expansions, new technology, corporate mergers, finance, current chemical prices, legislative-regulatory matters, personnel changes, etc.

Member: ABC

Primary SRDS Classification No. 28

Putman Publishing Company
301 East Erie Street
Chicago, IL 60611
(312) 644-2020
Year founded: 1938
Published: 14x per year

Publisher: Garfield P. Blight

Editorial Description: Chemical Processing is edited for executive managers in the chemical processing industries. By case history methods, new solutions of CPI plant operating problems are reported. Articles describe actual processes, equipment and material used—stressing “how and why” they are more efficient. Information concerning the products that are used is also reported.

Member: ABP, BPA

Primary SRDS Classification No. 28

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2500
Year founded: 1914
Published: Weekly

Publisher: Howard M. Mager

Editorial Description: Chemical Week reports and interprets the news for business and technical management of the Chemical Process Industries. Its editorial pages communicate the facts, analyze their significance and point out profit implications of the news—within the areas of business, technology and marketing. Major departments include: Behind the News; Viewpoint; Business, Technology, Market and Washington Newsletters; Engineering; Administration; Production; Research; Sales; Markets; Specialties; Countdown; International; Special Reports; Let-

ters; Meetings. In summary, CW's editorial answers these questions: “What's New?”—“In the industry? In processes, chemicals, equipment—all products and services?”; “How can these help CPI management to greater profits?”

Member: ABC, BPA

Primary SRDS Classification No. 28

Gulf Publishing Company
P.O. Box 2608
Houston, TX 77001
(713) 529-4301
Year founded: 1922
Published: Monthly

Publisher: William G. Dudley
Advertising Director: Jay Durham
Other key contacts: Gene Swantek, Sales Manager

Editorial Description: Hydrocarbon Processing is edited for people in the worldwide Hydrocarbon Processing Industry (oil, petrochemical, gas and synfuel plants). These include personnel who are employed both by operating companies and engineer-constructor firms. Annual editorial content averages: News, 24.4%; Management Guidelines 15.6%; Technical and Economic, 60.0%. Regular features are: HP Impact, Who's Building, Construction Boxscore, New Developments in Products and Services.

Member: ABC

Primary SRDS Classification No. 111

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

HERE WE GO AGAIN...

Market aimed at computer professionals grows by over \$50 million in total revenues vs. banner year '82.

Byte-size gain due to 3 new Folio:400 members, 1 market newcomer, and remarkable paces of '82 books.

THE BIGGIES GET BIGGER...

Leader in 5 measurements, *Computerworld* moves up from 53rd in previous Folio:400 to 40th this year. Grows on all fronts.

Datamation, 2nd largest in revenues, records double-digit growth in ad pages & dollars. Third in revenues, *Mini-Micro Systems* surges in circulation and ad revenues vs. '82.

BUT TOP GROWTH RATES BELONG TO SMALLER ENTRANTS

Circulation king *Computer Decisions* aims to stay on top with best circ hike vs. '82.

Data Communications connects with top total revenue growth, due to leading boosts in ad pages and dollars.

Market newcomer *Communications News* programs best subscription, sub revenue paces.

Three newcomers to Folio:400 are: *Electronic Business*, *Interface Age*, and *MIS Week*. Magazine profiles in this section provide editorial descriptions and listings of key contacts.

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WE MEAN BUSINESS

Magazine Processing

1983 Ad Pages	
1 Computerworld	6,011
2 Mini-Micro Systems	2,484
3 Datamation	2,412
4 Comp. Systems News	2,300
5 Computer Design	2,240
6 Data Communications	2,024
7 Computer Decisions	1,920
8 Electronic Business	1,455
9 Communications News	1,390
10 MIS Week	1,308
11 Info. Systems News	1,002
12 Infosystems	849
13 Interface Age	800
Total	26,195

1983 Ad Pages	
1 Data Communications	45.6
2 Comp. Systems News	40.6
3 Communications News	31.5
4 Computer Decisions	22.4
5 Computerworld	19.7
6 Datamation	16.7
7 Computer Design	11.1
8 Mini-Micro Systems	9.1
9 Info. Systems News	1.3
10 Electronic Business	ne
11 Interface Age	ne
12 MIS Week	ne
13 Infosystems	-5.0

1983 Ad Pages	
1 Computerworld	988
2 Comp. Systems News	664
3 Data Communications	634
4 Computer Decisions	351
5 Datamation	346
6 Communications News	333
7 Computer Design	223
8 Mini-Micro Systems	207
9 Info. Systems News	13
10 Electronic Business	ne
11 Interface Age	ne
12 MIS Week	ne
13 Infosystems	-45
Total	3,714

1983 Ad Pages	
1 Datamation	201
2 Mini-Micro Systems	177
3 Computer Design	160
4 Computer Decisions	148
5 Data Communications	145
6 Communications News	116
7 Electronic Business	112
8 Computerworld	95
9 Infosystems	71
10 Interface Age	67
11 Comp. Systems News	66
12 Info. Systems News	39
13 MIS Week	26

1983 Ad Revenue	
1 Computerworld	42,851
2 Datamation	15,004
3 Mini-Micro Systems	11,515
4 Computer Decisions	9,780
5 Comp. Systems News	9,700
6 Computer Design	9,625
7 Data Communications	6,495
8 MIS Week	6,270
9 Info. Systems News	5,540
10 Communications News	5,084
11 Infosystems	4,869
12 Electronic Business	4,193
13 Interface Age	2,600
Total	133,526

1983 Ad Revenue	
1 Data Communications	73.2
2 Comp. Systems News	61.7
3 Computerworld	50.2
4 Communications News	34.3
5 Computer Decisions	30.3
6 Info. Systems News	28.8
7 Datamation	23.2
8 Computer Design	21.5
9 Mini-Micro Systems	17.5
10 Electronic Business	ne
11 Interface Age	ne
12 MIS Week	ne
13 Infosystems	-3.2

1983 Ad Revenue	
1 Computerworld	14,320
2 Comp. Systems News	3,700
3 Datamation	2,829
4 Data Communications	2,745
5 Computer Decisions	2,273
6 Mini-Micro Systems	1,715
7 Computer Design	1,704
8 Communications News	1,298
9 Info. Systems News	1,240
10 Electronic Business	ne
11 Interface Age	ne
12 MIS Week	ne
13 Infosystems	-159
Total	31,665

1983 Ad Revenue	
1 Data Communications	117
2 Communications News	114
3 Datamation	114
4 Computer Decisions	113
5 Interface Age	113
6 Computer Design	107
7 Mini-Micro Systems	105
8 Electronic Business	76
9 Infosystems	53
10 Computerworld	51
11 Comp. Systems News	35
12 MIS Week	21
13 Info. Systems News	ne

n/a = not applicable
ne = not estimated

Magazine Profiles

Communications News

Harcourt Brace Jovanovich Publications, Inc.
124 South First Street
Geneva, IL 60134
(312) 232-1400
Year founded: 1964
Published: Monthly

Publisher: Bruce Howat
Advertising Director: Dorothy Derpack
Other key contacts: William McRoy, Eastern Advertising Director; Warren Saas, Midwestern Advertising Director

Editorial Description: Communications News contains news of new developments in voice, video and data communications management, equipment and techniques. Annual editorial percentages are: news, 17%; features and case histories, 31%; technical articles, 18%; regular departments (editorials, book reviews, answers to reader questions and letters from readers), 11%; and new products and literature, 23%. Major subject areas covered are: telephone and telegraph, 17%; radio, TV and CATV, 11%; two-way radio, 16%; data communications, 31%; facsimile, 8%;

microwave and satellite communications, 11%; communications technology, 6%.

Member: BPA

Primary SRDS Classification No. 142

Computer Decisions

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6000
Year founded: 1969
Published: 15x per year

Publisher: Don Huber
Advertising Director: Nick Bubany

Editorial Description: Computer Decisions publishes feature articles to help MIS/DP management and company management increase the productivity and profits of their organizations through the use of Information/EDP Systems in large organizations. The editorial includes columns on software, office automation, microsystems, and management careers written by experts. Other editorial includes news and new developments in Information Systems/EDP products, services, and software. Feature articles

report on new ideas, management techniques, applications, on expanding into profitable/government and educational organizations.

Member: BPA

Primary SRDS Classification No. 5A

Computer Design

PennWell Publishing Company
119 Russell Street
Littleton, MA 01460
(617) 486-9501
Year founded: 1962
Published: 14x per year

Publisher: Frederic H. Landmann
Advertising Director: Robert A. Billhimer

Editorial Description: Computer Design is written for engineers and engineering managers who design and develop computer and microprocessor based systems. Editorial features analyze the trends in technology re: hardware (including computer systems, CPU's, peripherals and components) and related software, the techniques for development, programming, packaging and testing that will significantly impact the design of the future computer systems in the industry. Major sections include the following: System Tech-

1 Computer Decisions	140,108
2 Datamation	135,100
3 Infosystems	127,401
4 Computerworld	123,934
5 Mini-Micro Systems	113,857
6 MIS Week	100,250
7 Info. Systems News	100,009
8 Computer Design	93,595
9 Interface Age	80,723
10 Comp. Systems News	53,910
11 Electronic Business	47,095
12 Communications News	45,247
13 Data Communications	33,905
Total	1,195,134

1 Computer Decisions	14.9
2 Comp. Systems News	12.5
3 Mini-Micro Systems	12.4
4 Data Communications	9.9
5 Computer Design	8.9
6 Communications News	6.8
7 Infosystems	5.8
8 Datamation	3.8
9 Computerworld	3.3
10 Electronic Business	ne
11 Interface Age	ne
12 MIS Week	ne
13 Info. Systems News	-0.2

1 Computer Decisions	18,170
2 Mini-Micro Systems	12,573
3 Computer Design	7,652
4 Infosystems	6,977
5 Comp. Systems News	5,977
6 Datamation	4,981
7 Computerworld	3,993
8 Data Communications	3,044
9 Communications News	2,883
10 Electronic Business	ne
11 Interface Age	ne
12 MIS Week	ne
13 Info. Systems News	-181
Total	66,069

1 Computerworld	5,451
2 Data Communications	728
3 Interface Age	651
4 Communications News	292
5 Computer Design	160
6 Computer Decisions	0
7 Comp. Systems News	0
8 Datamation	0
9 Electronic Business	0
10 Info. Systems News	0
11 Infosystems	0
12 Mini-Micro Systems	0
13 MIS Week	0
Total	7,282

1 Computerworld	48,302
2 Datamation	15,004
3 Mini-Micro Systems	11,515
4 Computer Design	9,785
5 Computer Decisions	9,780
6 Comp. Systems News	9,700
7 Data Communications	7,223
8 MIS Week	6,270
9 Info. Systems News	5,540
10 Communications News	5,376
11 Infosystems	4,869
12 Interface Age	4,828
13 Electronic Business	4,193
Total	142,385

1 Data Communications	65.0
2 Comp. Systems News	61.7
3 Computerworld	44.9
4 Communications News	35.1
5 Computer Decisions	30.3
6 Info. Systems News	28.8
7 Datamation	23.2
8 Computer Design	21.3
9 Mini-Micro Systems	17.5
10 Electronic Business	ne
11 Interface Age	ne
12 MIS Week	ne
13 Infosystems	-3.2

1 Datamation	315
2 Mini-Micro Systems	282
3 Computer Design	267
4 Data Communications	262
5 Computer Decisions	260
6 Communications News	230
7 Electronic Business	188
8 Interface Age	180
9 Computerworld	147
10 Infosystems	124
11 Comp. Systems News	100
12 MIS Week	47
13 Info. Systems News	ne

1 Communications News	52.0
2 Data Communications	15.9
3 Computerworld	13.7
4 Computer Design	8.2
5 Computer Decisions	n/a
6 Comp. Systems News	n/a
7 Datamation	n/a
8 Electronic Business	n/a
9 Info. Systems News	n/a
10 Infosystems	n/a
11 Interface Age	ne
12 Mini-Micro Systems	n/a
13 MIS Week	n/a

n/a = not applicable
ne = not estimated

nology (staff-written news analysis of trends and innovations); Special Report (staff-written and contributed articles regarding a major area of technology); System Design (contributed articles by industry innovators on important trends and techniques for design, programming and testing); System Components (staff-written news and listings of key new-product introductions of importance to engineers involved in the design of computer based systems).

Member: BPA

Primary SRDS Classification No. 5A

CMP Publications, Inc.
111 East Shore Road
Manhasset, NY 11030
(516) 365-4600

Year founded: 1978
Published: Weekly

Publisher: Donald F. Tydeman
Other key contacts: Edward Callahan, Western Advertising Director

Editorial Description: Computer Systems News is edited for buyers and sellers in the OEM/systems marketplace. The publication covers market trends, management philosophy, new technology

affecting hardware and software, applications, industry personnel and company news, government legislation, and developments which impact partial or total system configuration concepts, featuring opinion/viewpoint columns, tutorial material, and special reports on key markets and product application.

Member: BPA

Primary SRDS Classification No. 5A

CW Communications/Inc.
375 Cochituate Road
Framingham, MA 01701

(617) 879-0700
Year founded: 1967
Published: Weekly

Publisher: Patrick J. McGovern
Other key contacts: Donald E. Fagan, Vice President Sales & Marketing; Edward P. Marecki, National Sales Director

Editorial Description: Computerworld includes news about the use of computers in EDP/MIS and Office Automation systems at various organizations; it covers the development of new products and services in the computer field, and also

includes news of developments in the computer industry. In a year, the editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (17%), Systems and Peripherals (15%), Minicomputers and Microcomputers (13%), Editorial, Commentary and Opinion (12%), Professional Development (5%), and Other. Special Features include monthly Supplements and weekly In-Depth Reports on important current topics, columnists, viewpoint articles, editorials, commentary and a weekly section on office automation.

Member: ABC

Primary SRDS Classification No. 5A

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020

(212) 512-3149
Year founded: 1972
Published: Monthly

Publisher: George F. Werner
Advertising Director: Thomas E. Duffy

Editorial Description: Data Communications is an international magazine edited for the user and

The finest audience in information processing belongs to Infosystems.

OUR MIS/DP MANAGEMENT AUDIENCE:

CIRCULATION (12/83 BPA Publishers Statement)

Company Management	Copies
General and Corporate	23,633
Financial	7,702
Administrative Services	5,760
Marketing	2,163
Computer/Systems Operations	
Management	48,872
Supervisory	13,710
Staff	7,829
Engineering/Manufacturing	
Management	3,590
Staff	4,295
Consultants	5,285
Educators	2,739
Other	1,733
TOTAL	127,401

FUNCTIONAL RESPONSIBILITY (as of 5/84)

	Individuals w/Responsibility
Infosystems Management Systems	49,106
Financial	32,331
Computer Operations Management	35,491
Manufacturing Systems	13,460
Data Communications	33,362
Telephone/Telecommunications	20,531
Office Automation	28,954
Personal Computer Implementation	33,773
End User Computer Systems	31,706
Data Base Administration	24,368
Training and Education	31,940
Systems and Data Security	29,283
Other	3,998
TOTAL	368,303

PURCHASE INFLUENCE

	Individuals w/Influence
Peripheral Equipment	54,795
Terminals/Data Entry	62,199
Data Communication Equipment	48,181
Micrographics Equipment	25,501
Copiers/Duplicating Equipment	21,853
Systems Related Business Equipment	21,769
Accessories and Supplies	44,282
Computers	47,221
Mini-Computers	45,303
Word Processing Equipment	34,194
Outside Services	38,701
Outside Software Packages	43,438
Special Purpose Systems	12,539

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714/891-2633

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527 Parker Road
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ABC PUBLISHING
Companies

Computerworld	
1 Computerworld	123,934
2 Interface Age	36,156
3 Data Communications	30,469
4 Communications News	13,900
5 Computer Design	3,200
6 Computer Decisions	0
7 Comp. Systems News	0
8 Datamation	0
9 Electronic Business	0
10 Info. Systems News	0
11 Infosystems	0
12 Mini-Micro Systems	0
13 MIS Week	0
Total	207,659

Communications News	
1 Communications News	30.5
2 Data Communications	15.8
3 Computer Design	8.2
4 Computerworld	3.3
5 Computer Decisions	n/a
6 Comp. Systems News	n/a
7 Datamation	n/a
8 Electronic Business	n/a
9 Info. Systems News	n/a
10 Infosystems	n/a
11 Interface Age	ne
12 Mini-Micro Systems	n/a
13 MIS Week	n/a

Data Communications	
1 Data Communications	4,149
2 Computerworld	3,993
3 Communications News	3,248
4 Computer Design	243
5 Computer Decisions	n/a
6 Comp. Systems News	n/a
7 Datamation	n/a
8 Electronic Business	n/a
9 Info. Systems News	n/a
10 Infosystems	n/a
11 Interface Age	ne
12 Mini-Micro Systems	n/a
13 MIS Week	n/a
Total	11,633

n/a = not applicable
ne = not estimated

purchaser of data communications equipment. Content is dedicated to the use, planning, design and implementation of information networks, with major articles relating to efficient transmission of data including public communications services, private message switching and computer networking. Feature articles cover basic methodology as well as software, terminals, communications interface equipment, multiplexers and front-end processors, common-carrier facilities, and tariffs and regulations.

Member: ABC

Primary SRDS Classification No. 5A

Information Systems News

Technical Publishing Company
875 Third Avenue
New York, NY 10022
(212) 605-9400
Year founded: 1957
Published: 24x per year

Publisher: James M. Morris
Advertising Director: William J. McGuire

Editorial Description: Datamation offers technical, semi-technical and general articles and news stories covering information processing industry topics. Types of articles include tutorials, surveys, "how to's," as well as descriptions of various approaches to the design or use of particular hardware and software systems, techniques, and applications. Each issue features several articles constituting a comprehensive review of a topic featured on the cover, plus at least one article of interest to each major segment of the audience. Coverage is also given to major conferences in the information processing industry.

Member: BPA

Primary SRDS Classification No. 5A

Computerworld

Cahners Publishing Company
221 Columbus Avenue
Boston, MA 02116
(617) 536-7780
Year founded: 1975 (as Electronic Business)
Published: Twice monthly (as of 4/84)

Publisher: H. Victor Drumm
Advertising Director: William Tomaselli
Other key contacts: Jack Kompan, National Sales Manager; Eileen Algaze, Marketing Communications Manager

Editorial Description: Electronic Business is a business magazine for managers in electronics, computer and systems companies. People are featured in profiles of their companies. Dollars are the subject of the annual "Electronic Business 100" list of electronics components and equipment and the monthly "Top 10" list of electronics and computer manufacturers. Technology is implemented in market reports and related series which focus on the influence of new technology. Other sections include: Business Trends, Outlook, Electronics Markets, Management, Business Barometer, Leadtime Forecast, Leadtime Index, and Industry Events.

Member: BPA

Primary SRDS Classification No. 20

Information Systems News

CMP Publications, Inc.
111 East Shore Road
Manhasset, NY 11030
(516) 365-4600
Year founded: 1979
Published: 26x per year

Publisher: Tom Cooper, Vice President Group Publisher

Other key contacts: Charles Palella, National Sales Manager

Editorial Description: Information Systems News contains news and feature articles which report on the information systems marketplace in the U.S. and is directed to the Information Managers in only the largest companies and organizations. It provides management and professionals with news coverage of various aspects of the information systems industry. Major articles on Information Management Strategies, Software and services, Data Processing, Data Communications, personal computing, Office Information Systems, & Executive Information Systems, including people, government, business, corporate marketing strategies, and career opportunities.

Member: BPA

Primary SRDS Classification No. 5A

Infosystems

Hitchcock Publishing Company
Hitchcock Building
Wheaton, IL 60188
(312) 665-1000
Year founded: 1958
Published: Monthly

Publisher: Wayne L. Rhodes, Editor
Advertising Director: William H. Wilde, Marketing Manager

Editorial Description: Infosystems is written and edited for management in large and medium size companies who are involved in the Management Information Systems (MIS) function. Articles and regular features report on trends and concepts in the MIS industry and its impact on such bottom line business concerns as corporate strategy, management philosophy, and profitability in business, industry, government, education and international. Regular features include Inform, Interview, Commentary, Software Info, Micro Info, Manufacturing Info, Technology; plus stories on new products, and the management of information systems and people.

Member: BPA, ABP

Primary SRDS Classification No. 5A

Interface Age

McPheters, Wolfe & Jones
16704 Marquardt Avenue
Cerritos, CA 90701
(213) 926-9544
Year founded: 1975
Published: Monthly

Publisher: Robert S. Jones
Advertising Director: Tony Carlson
Other key contacts: Cheryl Miller, Advertising Manager

Editorial Description: Interface Age provides businessmen, professionals, and desk-top computer users with information to aid them in selecting, purchasing and operating small computer systems and peripherals. An editorial spectrum of product reviews, system comparisons, application trends, product news and tutorials are geared to the reader's technical level of systems application and business function.

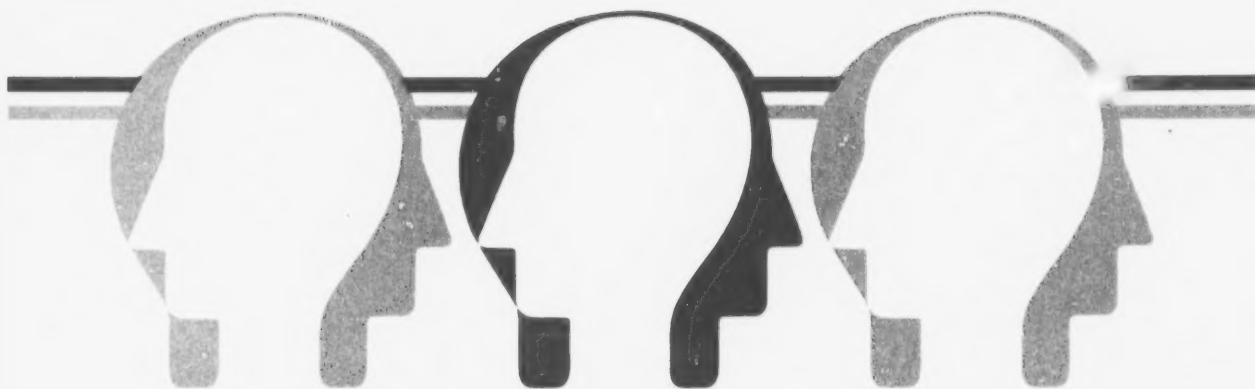
Member: BPA

Primary SRDS Classification No. 5A

Mini-Micro Systems

Cahners Publishing Company
221 Columbus Avenue
Boston, MA 02116
(617) 536-7780
Year founded: 1968
Published: Monthly

(continued on page 409)



Computer Decisions Delivers 70,000 More Managers Than Any Other Computer Industry Magazine

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	Management Circulation
<i>Computer Decisions</i>	160,103
Infosystems	91,810
ComputerWorld	85,640
Datamation	84,372
MIS Week	72,125
Information Systems News	63,504

*All data from December 1983 ABC & BPA Statements

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Because the other industry publications have circulation that includes staff, supervisory personnel, and other non-management people, your advertising dollars are wasted on readers

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The quality of our editorial matches the quality of our audience. Written for executives who manage information resources and the people who use them, it's practical, applications-oriented, and easy to read. That's why our editors have been honored year after year by their peers and won eight awards this year, including four from the New York Business Press Editors. And that's why our audience prefers to read *Computer Decisions* over other industry publications.

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That's right. Readership Research Associates recently conducted a readership survey over *Computer Decisions* audience. A highly projectable 34% sample told this independent organization that 86.4% read *Computer Decisions* regularly (3 out of 4 issues).

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**Send For Our
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and
Sample Editions**

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4. Special Education Materials PreK-6
5. Special Education Materials 7-12
6. Math Materials 7-12/Adult
7. Reading/Language Arts & English 7-12/Adult
8. Science Materials & Supplies 7-12/Adult
9. Social Studies Materials 7-12/Adult
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See magazine profiles in this section for editorial descriptions and listings of key publishing personnel.



Call Robin Ross: In New York, (212) 799-6800. In Washington, (202) 828-3559

Education

Ad Pages	% Chg. Ad Pages (1982/1983)	Net Chg. Ad Pages (1982/1983)	Avg. Ad Pages/Copy
1 Chron. of Higher Ed. 1,867	1 Chron. of Higher Ed. 17.0	1 Chron. of Higher Ed. 271	1 Instructor 90
2 Instructor 808	2 Instructor 5.1	2 Instructor 39	2 Learning 57
3 Learning 516	3 Learning 0.2	3 Learning 1	3 Chron. of Higher Ed. 39
Total 3,191		Total 311	
Ad Revenue (\$000)	% Chg. Ad Revenue (1982/1983)	Net Chg. Ad Revenue (1982/1983)	Avg. Edit. Pgs./Copy
1 Chron. of Higher Ed. 5,009	1 Chron. of Higher Ed. 31.2	1 Chron. of Higher Ed. 1,192	1 Instructor 77
2 Instructor 4,145	2 Instructor 16.7	2 Instructor 593	2 Learning 50
3 Learning 2,600	3 Learning 8.3	3 Learning 200	3 Chron. of Higher Ed. 26
Total 11,754		Total 1,985	
Average Circulation	% Chg. Avg. Circ. (1982/1983)	Net Chg. Avg. Circ. (1982/1983)	Subscription Revenue (\$000)
1 Instructor 256,811	1 Chron. of Higher Ed. 1.9	1 Chron. of Higher Ed. 1,304	1 Instructor 3,210
2 Learning 189,599	2 Learning -0.7	2 Learning -1,378	2 Chron. of Higher Ed. 2,747
3 Chron. of Higher Ed. 71,230	3 Instructor -2.7	3 Instructor -7,123	3 Learning 2,316
Total 517,640		Total -7,197	Total 8,273
Total Revenue (ad rev. + circ. rev.) (\$000)	% Chg. Total Revenue (1982/1983)	Avg. Total Pgs./Copy (ad pages + edit. pages)	% Chg. Sub. Revenue (1982/1983)
1 Chron. of Higher Ed. 7,756	1 Chron. of Higher Ed. 22.8	1 Instructor 167	1 Chron. of Higher Ed. 10.0
2 Instructor 7,355	2 Instructor 9.5	2 Learning 107	2 Instructor 1.4
3 Learning 4,916	3 Learning 4.4	3 Chron. of Higher Ed. 65	3 Learning 0.2
Total 20,027			
Avg. Subscrip. Circ.	% Chg. Sub. Circ. (1982/1983)	Net Chg. Sub. Circ. (1982/1983)	
1 Instructor 256,811	1 Chron. of Higher Ed. 1.9	1 Chron. of Higher Ed. 1,304	
2 Learning 189,599	2 Learning -0.7	2 Learning -1,378	
3 Chron. of Higher Ed. 71,230	3 Instructor -2.7	3 Instructor -7,123	
Total 517,640		Total -7,197	

Magazine Profiles

The Chronicle of Higher Education

The Chronicle of Higher Education, Inc.
1333 New Hampshire Avenue, N.W.
Washington, DC 20036
(202) 828-3559
Published: 48x per year

Publisher: John A. Crowl
Advertising Director: Robinette Ross
Other key contacts: Ann Jones, Northeast Sales Manager; William Brumby, Midwest and South Sales Manager; Arleigh Hupp, Western Sales Manager

Editorial Description: The Chronicle of Higher Education covers news and trends in higher education. In addition to news and trend articles, regular features include campus news, Washington news, summaries of new bills in Congress affecting colleges and universities; details of new foundation grants; legislative surveys; calendar of meetings, seminars, and workshops; reprints of major texts; special statistical reports and surveys; weekly sections on athletics, publishing, the use of computers on the nation's campuses, and personal and professional concerns; special columns; classified employment advertising.

Member: ABC
Primary SRDS Classification No. 38

Instructor

Harcourt Brace Jovanovich Publications, Inc.
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Published: 9x per year

Publisher: Leanna Landsmann
Advertising Director: Marilyn Schutz
Other key contacts: John Saval, Advertising Account Manager; Lisa Kunin, Advertising Account Manager; Mariann Confrancisco, Advertising Account Manager

Editorial Description: Instructor is edited for teachers, curriculum coordinators, principals and supervisors of primary grades through junior high school. Content: Teacher service articles about classroom-tested programs and teaching aids, teaching techniques, trends in education, poems, plays, audiovisual uses, science experiments, social studies, health, physical education and art. Editorial departments include teacher travel; discipline; basic curriculum area features; new product reviews; electronic teaching and evaluations; review of films and filmstrips, review of early childhood education material. Special issues: Children's Trade and Library Books, Ear-

ly Childhood Education, Paperback Book Bonanza, Computers and Reading.

Member: ABC
Primary SRDS Classification No. 38

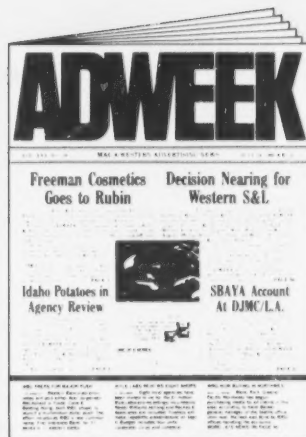
Learning

Pitman Learning, Inc.
19 Davis Drive
Belmont, CA 94002
(415) 592-7810
Published: 9x per year

Publisher: Morton Malkofsky
Advertising Director: Cathy Souza

Editorial Description: Learning is edited for elementary and junior high school educators and administrators. Concerned with curriculum and child development, Learning focuses on innovative and tested teaching strategies (ranging from specific subject areas to classroom management), roundups and assessments of educational policies and trends, social/political issues related to the teaching profession, and reviews of a wide variety of books, computer products, audiovisual materials and other teaching aids. Also included are articles by or interviews with those in the fields of education and behavior.

Member: ABC
Primary SRDS Classification No. 38



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Electronics

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Electronics group is 2nd in revenues and circulation among Folio:400 business markets.

Market expands from 8 members in 1980 to 14 in '83. Books average +20% ad revenue, +9.5% ad page growths vs. year ago.

Circulation, mostly controlled, increases slightly.

ESTABLISHED BOOKS ARE IMPORTANT COMPONENTS...

Electronic Design, with 14% of market ad pages and 15% of total dollars, leads in these measurements.

Ad page and dollar runner-up *EDN* grows fastest in total revenues.

Strongest ad page jolt vs. '82 belongs to *Electrical Engineering Times*.

Spectrum Magazine's average circulation — 96% of it paid subscriptions — is market's largest.

AND NEW FORCES ENTER FIELD...

Industrial Equipment News arrives with second biggest circulation.

Other market newcomers are *Plant Engineering, Research & Development*, and Folio:400 newcomer *Electronic Business*.

1981
1982
1983
1984

In 1984, for the
4th consecutive year,
Electronic Design is
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ElectronicDesign

TECHNOLOGY MAKES
THE DIFFERENCE

1 Electronic Design	5,329
2 EDN	4,985
3 Electronic News	4,893
4 Electronics	3,785
5 Electr. Buyers' News	3,170
6 Elec. Engin. Times	2,733
7 Computer Design	2,240
8 Plant Engineering	2,104
9 Electronic Products	1,510
10 Res. & Development	1,474
11 Electronic Business	1,455
12 Control Engineering	1,423
13 Spectrum Magazine	1,019
14 Indust. Equip. News	902
Total	37,022

1 Elec. Engin. Times	24.4
2 Spectrum Magazine	22.7
3 EDN	21.5
4 Electronics	19.0
5 Electronic News	16.3
6 Electronic Design	15.3
7 Computer Design	11.1
8 Electr. Buyers' News	10.8
9 Electronic Products	10.4
10 Control Engineering	5.0
11 Electronic Business	ne
12 Res. & Development	-5.1
13 Indust. Equip. News	-9.2
14 Plant Engineering	-18.3

1 EDN	882
2 Electronic Design	706
3 Electronic News	684
4 Electronics	605
5 Elec. Engin. Times	536
6 Electr. Buyers' News	310
7 Computer Design	223
8 Spectrum Magazine	189
9 Electronic Products	142
10 Control Engineering	68
11 Electronic Business	ne
12 Res. & Development	-79
13 Indust. Equip. News	-109
14 Plant Engineering	-472
Total	3,685

1 Electronic Design	205
2 EDN	192
3 Computer Design	160
4 Electronics	151
5 Res. & Development	123
6 Electronic Business	112
7 Control Engineering	109
8 Elec. Engin. Times	105
9 Electronic Products	101
10 Electronic News	94
11 Spectrum Magazine	85
12 Plant Engineering	81
13 Indust. Equip. News	69
14 Electr. Buyers' News	61

1 Electronic Design	23,288
2 EDN	20,754
3 Electronic News	18,115
4 Electronics	13,150
5 Elec. Engin. Times	11,900
6 Plant Engineering	10,991
7 Electr. Buyers' News	10,300
8 Computer Design	9,625
9 Indust. Equip. News	9,055
10 Res. & Development	6,625
11 Control Engineering	5,537
12 Electronic Products	5,200
13 Spectrum Magazine	4,444
14 Electronic Business	4,193
Total	153,177

1 EDN	49.5
2 Spectrum Magazine	37.4
3 Electronic Design	36.0
4 Electronic News	31.3
5 Elec. Engin. Times	28.2
6 Electr. Buyers' News	25.6
7 Electronic Products	25.0
8 Computer Design	21.5
9 Control Engineering	14.2
10 Electronics	5.8
11 Res. & Development	4.2
12 Electronic Business	ne
13 Indust. Equip. News	-1.8
14 Plant Engineering	-13.6

1 EDN	6,872
2 Electronic Design	6,169
3 Electronic News	4,319
4 Elec. Engin. Times	2,620
5 Electr. Buyers' News	2,100
6 Computer Design	1,704
7 Spectrum Magazine	1,209
8 Electronic Products	1,040
9 Electronics	724
10 Control Engineering	689
11 Res. & Development	264
12 Electronic Business	ne
13 Indust. Equip. News	-167
14 Plant Engineering	-1,723
Total	25,820

1 Electronic Design	129
2 Computer Design	107
3 Electronics	100
4 Electronic Products	92
5 Spectrum Magazine	80
6 Electronic Business	76
7 Res. & Development	69
8 Control Engineering	56
9 Plant Engineering	48
10 Electronic News	39
11 Indust. Equip. News	36
12 Electr. Buyers' News	34
13 EDN	ne
14 Elec. Engin. Times	ne

n/a = not applicable
ne = not estimated

Magazine Profiles

Computer Design

PennWell Publishing Company
119 Russell Street
Littleton, MA 01460
(617) 486-9501
Year founded: 1962
Published: 14x per year

Publisher: Frederic H. Landmann
Advertising Director: Robert A. Billhimer

Editorial Description: Computer Design is written for engineers and engineering managers who design and develop computer and microprocessor based systems. Editorial features analyze the trends in technology re: hardware (including computer systems, CPU's, peripherals and components) and related software, the techniques for development, programming, packaging and testing that will significantly impact the design of future computer systems in the industry. Major sections include the following: System Technology (staff-written news analysis of trends and innovations); Special Report (staff-written and contributed articles regarding a major area of technology); System Design (contributed articles by industry innovators on important trends and techniques for design, programming and testing); System Components (staff-written news and listings of key new-product introductions of importance to engineers involved in the design of computer based systems).

Member: BPA

Primary SRDS Classification No. 5A

Control Engineering

Technical Publishing Company
1301 South Grove Avenue
P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1954
Published: 13x per year

Publisher: Thomas H. Barry
Other key contacts: Robert L. Hansen, Sales Manager

Editorial Description: Control Engineering is edited for engineers who design, develop, and apply control and instrumentation systems. Coverage is of a technical "how-to" nature. The publication informs control engineers of automatic control and data-handling systems through the practical application of instrumentation and new analytical and systems design techniques. Problems in the processing industries, machinery and manufacturing, aerospace, and other fields are treated in depth. Emphasis is on the exchange of information between industries that utilize control techniques, instrumentation and data handling.

Member: BPA

Primary SRDS Classification No. 34

Cahners Publishing Company
221 Columbus Avenue
Boston, MA 02116
(617) 536-7780

Year founded: 1956
Published: 2x per month

Publisher: F. Warren Dickson
Advertising Director: Kate Wheble

Editorial Description: EDN is written for engineering managers and design engineers working in the electronic OEM. EDN covers new advances in electronic technology and provides articles and product reviews that help readers utilize those advances in their decisions.

Member: BPA

Primary SRDS Classification No. 40

Electronic Business

Cahners Publishing Company
221 Columbus Avenue
Boston, MA 02116
(617) 536-7780
Year founded: 1975 (as Electronic Business)
Published: 2x per month (as of 4/84)

Publisher: H. Victor Drumm
Advertising Director: William Tomaselli
Other key contacts: Jack Kompan, National Sales Manager; Eileen Algaze, Marketing Communications Manager

Editorial Description: Electronic Business is a business magazine for managers in electronics, computer and systems companies. People are featured in profiles of their companies. Dollars are the subject of the annual "Electronic Business 100" list of electronics components and equipment, and the monthly "Top 10" list of electronics and computer manufacturers. Technology is implemented in market reports and related ser-

1 Spectrum Magazine	230,803
2 Indust. Equip. News	200,798
3 Electronic Products	120,000
4 EDN	119,158
5 Electronic Design	113,317
6 Res. & Development	107,602
7 Plant Engineering	102,507
8 Elec. Engin. Times	101,904
9 Electronics	101,904
10 Computer Design	93,595
11 Control Engineering	82,568
12 Electronic News	66,846
13 Electr. Buyers' News	49,458
14 Electronic Business	47,095
Total	1,537,555

1 Spectrum Magazine	9.0
2 Computer Design	8.9
3 Electr. Buyers' News	6.4
4 Electronic Design	3.8
5 Electronic Products	3.0
6 Indust. Equip. News	2.6
7 Plant Engineering	2.1
8 EDN	1.6
9 Electronics	1.6
10 Control Engineering	1.3
11 Elec. Engin. Times	1.1
12 Res. & Development	0.5
13 Electronic Business	ne
14 Electronic News	-0.2

1 Spectrum Magazine	19,047
2 Computer Design	7,652
3 Indust. Equip. News	5,112
4 Electronic Design	4,189
5 Electronic Products	3,484
6 Electr. Buyers' News	2,967
7 Plant Engineering	2,070
8 EDN	1,924
9 Electronics	1,614
10 Elec. Engin. Times	1,078
11 Control Engineering	1,054
12 Res. & Development	501
13 Electronic Business	ne
14 Electronic News	-122
Total	50,570

1 Electronics	2,446
2 Electronic News	1,896
3 Spectrum Magazine	1,823
4 Computer Design	160
5 Control Engineering	111
6 EDN	0
7 Electronic Business	0
8 Electr. Buyers' News	0
9 Electronic Design	0
10 Elec. Engin. Times	0
11 Electronic Products	0
12 Indust. Equip. News	0
13 Plant Engineering	0
14 Res. & Development	0
Total	6,436

1 Electronic Design	23,288
2 EDN	20,754
3 Electronic News	20,011
4 Electronics	15,595
5 Elec. Engin. Times	11,900
6 Plant Engineering	10,991
7 Electr. Buyers' News	10,300
8 Computer Design	9,785
9 Indust. Equip. News	9,055
10 Res. & Development	6,825
11 Spectrum Magazine	6,267
12 Control Engineering	5,648
13 Electronic Products	5,200
14 Electronic Business	4,193
Total	159,612

1 EDN	49.5
2 Electronic Design	36.0
3 Spectrum Magazine	33.0
4 Electronic News	29.4
5 Elec. Engin. Times	28.2
6 Control Engineering	25.6
7 Electr. Buyers' News	25.6
8 Electronic Products	25.0
9 Computer Design	21.3
10 Electronics	6.6
11 Res. & Development	4.2
12 Electronic Business	ne
13 Indust. Equip. News	-1.8
14 Plant Engineering	-13.6

1 Electronic Design	334
2 Computer Design	267
3 Electronics	251
4 Electronic Products	193
5 Res. & Development	192
6 Electronic Business	188
7 Control Engineering	166
8 Spectrum Magazine	165
9 Electronic News	133
10 Plant Engineering	129
11 Indust. Equip. News	105
12 Electr. Buyers' News	95
13 EDN	ne
14 Elec. Engin. Times	ne

1 Spectrum Magazine	23.4
2 Electronic News	13.3
3 Control Engineering	12.2
4 Electronics	10.9
5 Computer Design	8.2
6 EDN	n/a
7 Electronic Business	n/a
8 Electr. Buyers' News	n/a
9 Electronic Design	n/a
10 Elec. Engin. Times	n/a
11 Electronic Products	n/a
12 Indust. Equip. News	n/a
13 Plant Engineering	n/a
14 Res. & Development	n/a

n/a = not applicable
ne = not estimated

ies which focus on the influence of new technology. Other sections include: Business Trends, Outlook, Electronics Markets, Management, Business Barometer, Leadtime Forecast, Leadtime Index, and Industry Events.

Member: BPA

Primary SRDS Classification No. 20

Electronic Buyers' News

CMP Publications, Inc.
111 East Shore Road
Manhasset, NY 11030
(516) 365-4600
Year founded: 1971
Published: Weekly

Publisher: David L. Allen, Sr.

Other key contacts: Lyndiane Hervey, Sales Service Manager; Michael J. Walsh, Western Regional Manager

Editorial Description: Electronic Buyers' News is edited for those responsible for the procurement of electronic components, materials, instruments, and systems. In-depth coverage of buyer-oriented news, stressing source, price, delivery and quality information, purchasing and supplier personnel. News coverage with a summary of general electronic industry news. Technology coverage is non-technical, directed towards better understanding of items being purchased, and new trends expected to have impact on future requirements. Features include purchasing systems and methods, visits to vendor plants, price stories, delivery surveys, purchasing techniques.

Includes financial and business information, distribution, purchasing, etc.

Member: BPA

Primary SRDS Classification No. 40

Electronic Design

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6000
Year founded: 1952
Published: Biweekly

Publisher: Laurence Altman

Other key contacts: Paul Mazzacano, National Sales Manager

Editorial Description: Electronic Design editorially serves the electronics industry—the engineers and engineering management responsible for the design and specification of equipment and devices, electronic components, equipment systems and related products and accessories. Under three categories: News, Technology and Products—Electronic Design publishes technical trends, practical tips on design and tells what products are helpful. The editorial content scans developments in circuitry, microelectronics, test equipment, microwaves, communications, computers, mini-micro computers, software, measurements and instrumentation. A new product section lists manufacturers' offerings, with outstanding characteristics of the products, their prices and availability. Also included are special reports, industry surveys, and technical

articles on new development and "how-to" application articles.

Member: BPA

Primary SRDS Classification No. 40

Electronic Engineering Times

CMP Publications, Inc.
111 East Shore Road
Manhasset, NY 11030
(516) 365-4600
Year founded: 1972
Published: Biweekly

Publisher: Frank J. Burge

Editorial Description: Electronic Engineering Times is edited for design engineers and engineering management in the electronic and computer industries. Editorial coverage includes—Technical news and trends of the industry and developments in Semiconductors, Components, Computers, Instrumentation and Production; professional and engineering and business news.

Member: BPA

Primary SRDS Classification No. 40

Fairchild Publications, Inc.

Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4230
Year founded: 1957
Published: Weekly

1 Spectrum Magazine	221,189
2 Electronics	101,904
3 Electronic News	66,846
4 Computer Design	3,200
5 Control Engineering	2,468
6 EDN	0
7 Electronic Business	0
8 Electr. Buyers' News	0
9 Electronic Design	0
10 Elec. Engin. Times	0
11 Electronic Products	0
12 Indust. Equip. News	0
13 Plant Engineering	0
14 Res. & Development	0
Total	395,607

1 Spectrum Magazine	8.9
2 Computer Design	8.2
3 Electronics	1.6
4 EDN	n/a
5 Electronic Business	n/a
6 Electr. Buyers' News	n/a
7 Electronic Design	n/a
8 Elec. Engin. Times	n/a
9 Electronic Products	n/a
10 Indust. Equip. News	n/a
11 Plant Engineering	n/a
12 Res. & Development	n/a
13 Electronic News	-0.2
14 Control Engineering	-0.5

1 Spectrum Magazine	18,113
2 Electronics	1,614
3 Computer Design	243
4 EDN	n/a
5 Electronic Business	n/a
6 Electr. Buyers' News	n/a
7 Electronic Design	n/a
8 Elec. Engin. Times	n/a
9 Electronic Products	n/a
10 Indust. Equip. News	n/a
11 Plant Engineering	n/a
12 Res. & Development	n/a
13 Control Engineering	-14
14 Electronic News	-122
Total	19,834

n/a = not applicable
ne = not estimated

Publisher: Zachary J. Dicker

Other key contacts: Thomas A. Conway, Director of Marketing/Western Sales Manager; James G. McGarry, Eastern Sales Manager; Bernard E. Ventre, New England Sales Manager

Editorial Description: Electronic News is edited for professionals in the electronics and computer industries. Every week its news columns report the technical and business events in the electronics and computer marketplaces—government, industrial, commercial, military and aerospace, consumer, etc. Editorial content covers electronic components, computers and peripheral equipment, instrumentation, communications, materials and production, electronic distribution, and financial news. Special features include: Patterns in Pricing, Contract Awards, Data Topics, Government Closeups, and Off-the-Shelf (distribution).

Member: ABC

Primary SRDS Classification No. 40

Electronic Products

Hearst Business Communications, Inc.
645 Stewart Avenue
Garden City, NY 11530
(516) 222-2500

Year founded: 1959

Published: 19x in 1984, 24x in 1985

Publisher: Michael J. Stoller

Editorial Description: Electronic Products is dedicated to reporting and interpreting state-of-the-art technology. The perspective it provides enables engineers to make decisions throughout various phases of the design cycle.

Member: BPA

Primary SRDS Classification No. 40

Electronics

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3469

Year founded: 1930

Published: Biweekly

Publisher: Paul W. Reiss

Advertising Director: Paul W. Reiss

Other key contacts: Archibald A. Anderson, Director of Marketing Services

Editorial Description: Electronics reports and interprets new developments in the electronics industries, and technological changes now occurring in electronics. Editorial follows technology,

cal, market and other changes. Provides the engineer with both news reports and detailed technical articles on these developments. Pages of space devoted to types of editorial materials in 1978: Feature Articles 53%; Industry News 23%; New Products and Literature 17%; Other Regular Departments 7%.

Member: ABC

Primary SRDS Classification No. 40

Industrial Equipment News

Thomas Publishing Company
One Penn Plaza, 250 West 34th Street
New York, NY 10119

(212) 695-0500

Published: Monthly

Publisher: Ralph E. Richardson

Editorial Description: Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment, and supplies used in both manufacturing and plant operations. It also describes new catalogs and technical literature.

Member: BPA

Primary SRDS Classification No. 83B

Plant Engineering

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010

(312) 381-1840

Year founded: 1947

Published: 25x per year

Publisher: Ciro A. Buttacavoli

Other key contacts: Chuck Minor, Sales Manager

Editorial Description: Plant Engineering is edited for those responsible for designing, building, installing, operating and maintaining the systems, equipment and services of the industrial plant. Problem-solution articles cover electrical systems, heating, ventilation, air conditioning, pumps, compressors, piping, valves, mechanical and fluid power transmission, materials handling, maintenance, construction, pollution control, safety, fire protection, employee facilities, lighting, instrumentation and controls, protective coatings, lubrication, fuels, tools and fastening, insulation, energy management, telecommunications, plant engineering management and or-

ganization, and computer and robotic systems. Special features: News Briefs; Human Side of Engineering; Suggestions and Solutions; Material Handling Roundup; New Equipment Reports; Manufacturer's Literature, Control Technology.

Member: BPA, ABC

Primary SRDS Classification No. 113B

Technical Publishing Company
1301 South Grove Avenue
Barrington, IL 60010

(312) 381-1840

Year founded: 1959

Published: 12x per year

Publisher: Tim Kelly

Advertising Director: Tim Kelly

Editorial Description: Research & Development is an interdisciplinary publication edited for scientists, engineers and administrators engaged in applied research and development. Its news stories and articles report on timely, significant and useful laboratory advances, instruments and techniques.

Member: BPA

Primary SRDS Classification No. 132A

The Institute of Electrical & Electronics Engineers, Inc.

345 East 47th Street

New York, NY 10017

(212) 705-7760

Year founded: 1963

Published: Monthly

Publisher: Donald Christiansen

Advertising Director: William R. Saunders, Associate Publisher

Other key contacts: Hendrik V. Prins, Research Manager; Carl Maier, Business Manager

Editorial Description: Spectrum Magazine is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance in government, business, industry and education. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA, SMA

Primary SRDS Classification No. 43

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The Folio:AdGuide

MAGAZINE ADVERTISING BY CATEGORIES

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For *Pensions & Investment Age*, key to maximizing return is 2nd best ad page and dollar growth.

Circulation granddaddy *Barron's* collects dividends from soaring newsstand sales. Only market book distributed via that channel.

Institutional Investor leads circulation growth to cap strong all-around revenue year.

American Banker 1 American Banker 2,345 2 Barron's 2,276 3 Instit. Investor 1,875 4 Pens. & Invest. Age 784 Total 7,280	American Banker 1 American Banker 23.6 2 Pens. & Invest. Age 6.8 3 Instit. Investor 4.1 4 Barron's 2.7	American Banker 1 American Banker 446 2 Instit. Investor 75 3 Barron's 59 4 Pens. & Invest. Age 50 Total 632	Avg. Ad Pages/Copy 1 Instit. Investor 156 2 Barron's 44 3 Pens. & Invest. Age 30 4 American Banker 9
Instit. Investor 1 Instit. Investor 19,706 2 Barron's 19,385 3 American Banker 8,068 4 Pens. & Invest. Age 4,071 Total 51,230	American Banker 1 American Banker 34.2 2 Pens. & Invest. Age 23.8 3 Instit. Investor 22.7 4 Barron's 13.0	Instit. Investor 1 Instit. Investor 3,648 2 Barron's 2,225 3 American Banker 2,056 4 Pens. & Invest. Age 783 Total 8,712	Avg. Ad Pages/Copy 1 Instit. Investor 105 2 Pens. & Invest. Age 27 3 American Banker 14 4 Barron's ne
Barron's 1 Barron's 297,377 2 Instit. Investor 77,186 3 Pens. & Invest. Age 37,101 4 American Banker 22,172 Total 433,836	Instit. Investor 1 Instit. Investor 18.1 2 Barron's 13.0 3 American Banker 8.7 4 Pens. & Invest. Age 7.3	Barron's 1 Barron's 34,218 2 Instit. Investor 11,849 3 Pens. & Invest. Age 2,519 4 American Banker 1,783 Total 50,369	Instit. Investor 1 Barron's 10,267 2 American Banker 6,875 3 Instit. Investor 1,136 4 Pens. & Invest. Age 657 Total 18,935
Barron's 1 Barron's 38,006 2 Instit. Investor 20,842 3 American Banker 14,943 4 Pens. & Invest. Age 4,728 Total 78,519	American Banker 1 American Banker 26.5 2 Instit. Investor 22.3 3 Pens. & Invest. Age 22.2 4 Barron's 18.3	Instit. Investor 1 Instit. Investor 261 2 Pens. & Invest. Age 57 3 American Banker 23 4 Barron's ne	American Banker 1 American Banker 18.5 2 Barron's 16.1 3 Institutional Investor 16.0 4 Pens. & Invest. Age 13.2

n/a = not applicable
ne = not estimated

Magazine Profiles

American Banker

American Banker Inc.
One State Street Plaza
New York, NY 10004
(212) 943-6700
Year founded: 1836
Published: Daily, except Saturday, Sunday & holidays

Advertising Director: Edmund C. Burke, Senior Vice President
Other key contacts: Peter H. Shipman, President; Derick Otis Steinmann, Chairman

Editorial Description: American Banker is edited for senior executives in banking and finance. It contains daily news and trends for decision-makers in banking. Its editorial network breaks the news of continuing changes in banking. Major news areas include: lending, money markets, legislation, operations and technology, marketing, mortgages and thrift institutions, trust and investment management, mergers and personnel appointments, plus international banking. Editorials, established columns, published speeches and position papers are also included.

Member: ABC

Primary SRDS Classification No. 10

Barron's

Dow Jones & Company
420 Lexington Avenue
New York, NY 10017
(212) 809-7220
Year founded: 1921
Published: Weekly

Publisher: Robert Bleiberg
Advertising Director: Walter Dietzer

Editorial Description: Barron's contains industry-wide studies and individual company analyses, edited for private investors, professional money managers and corporate executives. Articles point out special situations for investment opportunities and also highlight industrial developments affecting the businessman's major customers and/or suppliers. No personal write ups or investment advice is given. Contains columns on commodities and options. Each issue contains performance records of securities, the standard economic indicators, plus several Barron's indices including the "confidence index."

Member: ABC

Primary SRDS Classification No. 8

Institutional Investor

Institutional Investor, Inc.
488 Madison Avenue
New York, NY 10022
(212) 832-8888
Year founded: 1967
Published: Monthly

Publisher: Gilbert E. Kaplan
Advertising Director: Gene DePoris
Other key contacts: Arnold Obler, Associate Publisher; Denise Coleman, International Advertising Director; Jay Berfas, United States Advertising Director

Editorial Description: Institutional Investor publishes news about, and examines, trends in investments and finance, including selection of money managers by pension funds; how money is invested professionally; investment research; the relationship between corporations and institutions that own their securities; matters affecting stock exchanges; corporate finance; and news about investment banking.

Member: BPA

Primary SRDS Classification No. 46

Pensions & Investment Age	
1 Barron's	182,618
2 American Banker	22,172
3 Pens. & Invest. Age	12,176
4 Instit. Investor	11,963
Total	228,929

Pensions & Investment Age	
1 Instit. Investor	16.0
2 American Banker	8.7
3 Barron's	8.0
4 Pens. & Invest. Age	0.7

Pensions & Investment Age	
1 Barron's	13,540
2 American Banker	1,783
3 Instit. Investor	1,651
4 Pens. & Invest. Age	80
Total	17,054

Pensions & Investment Age
 Crain Communications Inc.
 220 East 42nd Street
 New York, NY 10017
 (212) 210-0114
 Year founded: 1973
 Published: 26x per year
 Publisher: Stephen D. Gilkenon, Vice President

Advertising Director: William T. Bisson, Jr.
Other key contacts: Julie H. Hunt, Promotion Manager
Editorial Description: Pensions & Investment Age is edited primarily for corporate financial officers and investment professionals who administer and invest corporate investment assets, including pension and profit-sharing assets, or the assets of other institutions, both taxable and

tax-exempt. The publication provides news and information concerning the investment performance of such assets, new investment vehicles, e.g. real estate, legislative and regulatory developments, and investment trends. And, it offers a variety of staff-written columns and outside-authored articles by investment professionals.
Member: BPA
Primary SRDS Classification No. 46

Airline & Aviation

(continued from page 374)

Flying Magazine
 Ziff-Davis Publishing Co.
 One Park Avenue
 New York, NY 10016
 (212) 725-3500
 Year founded: 1927
 Published: 12x per year

Publisher: Jay Durfee
Advertising Director: Dick Koenig, Associate Publisher
Editorial Description: Flying Magazine is edited for pilots and aircraft owners active in the field of general aviation. News, semi-technical and feature articles include evaluation reports on single-engine, multi-engine, turboprop, pure jet and ro-

tary-wing aircraft, pilot proficiency, navigation, weather safety, FAA regulations, and new equipment. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and industry news, flying safety, and piloting business airplanes.
Member: ABC
Primary SRDS Classification No. 7

Architecture & Building

(continued from page 380)

Progressive Architecture
 Reinhold Publishing
 600 Summer Street
 Stamford, CT 06904
 (203) 348-7531
 Year founded: 1919
 Published: Monthly
Publisher: Peter J. Moore
Advertising Director: Charles B. Selden

Other key contacts: James J. Hoverman, Associate Publisher; John F. Kelly, Western Sales Manager; Daniel H. Desimone, Business Manager.
Editorial Description: Progressive Architecture's editorial objective is to give architectural professionals information and ideas on building design and technology. Design features cover subjects ranging from interior design to building design to urban design while P/A's technics features

focus on the technical aspects of buildings and interiors, emphasizing components, materials, equipment, construction techniques, energy conservation, and systems. The news report and other regular departments cover developments in design and technology, along with trends and events in the professions, business, government and the arts that could affect architectural work.
Member: ABC, ABP, MPA
Primary SRDS Classification No. 4

Computer & Information Systems

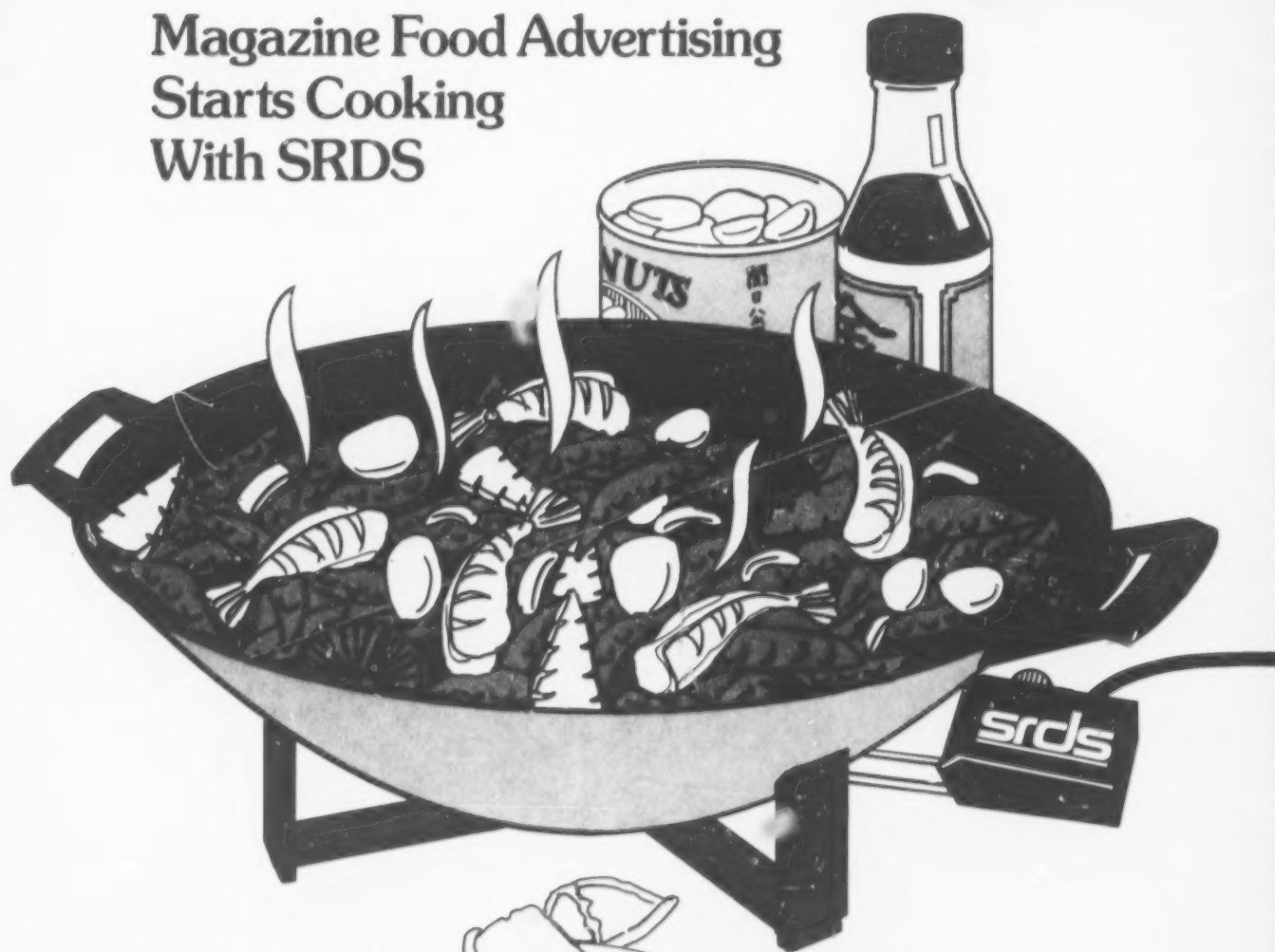
(continued from page 394)

Mini-Micro Systems (com)
Publisher: S. Henry Sarks
Advertising Director: Robert K. Singer
Editorial Description: Mini-Micro Systems is edited for both OEM system integrators designing mini-micro computer systems for resale and sophisticated end users configuring their own mini or micro computer system. Editorial coverage includes Mini-Micro World—summary of industry news and product introductions; Mini-Micro Interpreter—an analysis of issues and trends affecting the industry; Systems in Manufacturing—a monthly series of articles exploring the use of computers in the factory; and a monthly Feature Section which includes product survey

articles, application articles, and articles on systems integration techniques.
Member: BPA
Primary SRDS Classification No. 5A
MIS Week
 Fairchild Publications, Inc.
 7 East 12th Street
 New York, NY 10003
 (212) 741-6471
 Year founded: 1980
 Published: Weekly
Publisher: Martin P. Rosenblum
Advertising Director: Randi J. Zemsky

Editorial Description: MIS Week serves the needs of the MIS director, his staff and departments he heads including data processing, telecommunications, word processing, reprographics, micrographics and facsimile. MIS Week covers the management information industry and relates this coverage to the development of information systems. Weekly topics include coverage of applications, information systems, government, data bases, personnel and finance.
Member: BPA
Primary SRDS Classification No. 20

Magazine Food Advertising Starts Cooking With SRDS



Consumer Magazine Rates and Data is the starting point for full-course media schedules in the advertising agencies for General Foods, Nabisco, Beatrice, General Mills, J.H. Heinz, Dart & Kraft, Consolidated Foods and Pillsbury -- to name but a few. In fact you'll find it in every advertising agency that's involved with magazine advertising. 90% of the top 200 agencies subscribe!

That's why so many magazines use SRDS advertising to speak up for their share of ad revenues from targeted categories. Food, liquor, travel, home computers, health and beauty aids, and business and financial services. Magazines

like Time, Newsweek, TV Guide, Sports Illustrated, People, Business Week, Good Housekeeping, Family Circle, Better Homes and Gardens, and nearly 200 more.

Join the magazines now advertising in SRDS and whet the appetites of your customers and prospects when they're hungriest for information that will help them plan and buy. Use our multi-positioning program that can help you target specific categories — like food — for more revenue. You'll be giving your prospects some good ideas — and isn't that food for thought?

srds

Consumer Magazine Rates and Data

Standard Rate & Data Service, Inc./Wilmette IL 312-256-6067/New York 212-702-6885/Los Angeles 213-651-2311

DINING OUT MUST BE ON UPSWING...

...if performance of food service books is any indication. Six-book market gains over \$10 million in ad dollars and nearly 1,000 ad pages vs. '82.

All 6 publications show double-digit total revenue growth, average being fraction shy of 20%.

Only 1 market book has significant paid subscriptions, other 5 being controlled.

ADVERTISERS SELECT OFTEN FROM RESTAURANT BOOK MENU...

Leader in total revenues, ad pages and dollars, and average circulation is *Restaurants & Institutions*. Its growth rate is 2nd in total dollars, ad pages and revenues.

Growth leader in total revenues and ad measurements is *Restaurant Hospitality*, market's smallest revenue publication.

Restaurant Business, 2nd largest revenue book in market, has best table in circulation growth chart.

Nation's Restaurant News is lone paid subscription publication, and collects over \$1 million for that distinction. Both subs and sub revenues are up, too.

FRESH NEWS EVERY WEEK BECAUSE IT'S THEIR BREAD AND BUTTER.



NATION'S RESTAURANT NEWS IS GOING WEEKLY. BECAUSE THE NEWS IS TOO IMPORTANT TO WAIT.

There's a big difference in the food service industry in the past ten years. A \$100 billion difference.

Today McDonald's alone is bigger than the whole fast food market was ten years ago.

The industry is becoming far more sophisticated. Far more complex. Companies are being challenged. Independents are becoming chains. Small chains are being gobbled up by big chains. Corporate consolidation and menu diversification are everywhere.

To succeed in today's competitive environment, food service operators need more information more quickly and more often.

Information on people, labor, food trends, government policies, international economic factors and more.

They've got to be able to relate to competitors and competitive factors of all types.

In this whirlwind of change information is power. That's why NATION'S RESTAURANT NEWS is going weekly starting Monday, October 8th.

The new NATION'S RESTAURANT

NEWS will have more hard news faster. More information you can't find anywhere else. More emphasis on trends, analyses and industry perspectives. More immediacy. More urgency. Weekly.

NATION'S RESTAURANT NEWS is read by key decision makers in large volume chains, key independent operators—the people you want to reach. Need to reach.

NEWSPAPER OF THE FOOD SERVICE INDUSTRY

No other publication covers the news like NATION'S RESTAURANT NEWS. No other publication even tries. We give food service operators more news and analysis of what's going on in food service than all the other publications in the field combined.

ONLY PAID CIRCULATION

NATION'S RESTAURANT NEWS is so important, key decision makers gladly pay to read it. It's the only way they can get it. We're the *only* paid publication in the food service industry with a circulation of 71,011. All the other publications are free.

OUTSIDE RESEARCH

Each year, as part of our commitment to accurately report the demographic profile of our current subscribers, NATION'S RESTAURANT NEWS commissions the AHF Marketing Research Company to research our subscribers. The Audit Bureau of Circulation verifies this study. It is the *only* telephone audit confirming a

subscriber's demographic profile in the food service field.

PASS-ALONG

Our most recent pass-along readership study, conducted by AHF Marketing Research Company, shows each issue of NATION'S RESTAURANT NEWS gets an average of 3.6 readers per copy (4.6 at headquarters).

This pass-along readership brings our total readership to 255,885.

Now that's *real* market penetration, market influence.

10 YEARS' ADVERTISING GROWTH

Look at our record: advertising in NATION'S RESTAURANT NEWS has more than quadrupled in the past ten years. From 470 ad pages in 1973 to 1,980 ad pages in 1983. (This figure represents 10 years' uninterrupted growth.) 1984 is going to be even better. Current 1984 sales, according to the Patterson Advertising Report, show a 49% increase in pages for the first three months—a 51% increase in dollars for the same period—the largest increase of all publications in the food service industry. Get in on our growth. To reserve your space call Martin J. Feldman, National Sales Manager, at (212) 371-9400.

NATION'S RESTAURANT NEWS FRESH NEWS EVERY WEEK.

Nation's
Restaurant News
The Newspaper of the Food Service Industry

SALES OFFICES:

425 Park Avenue, New York, NY 10022 (212) 371-9400
444 N. Michigan Ave., Chicago, IL 60611 (312) 644-8688
606 N. Larchmont Blvd., Los Angeles, CA 90004 (213) 464-8321

1 Restrnts. & Institns.	3,550
2 Restrnt. Business	2,427
3 Bakery Prodcn. & Mktg.	2,177
4 Nation's Rest. News	1,957
5 Institutional Distrib.	1,309
6 Restaurant Hospitality	1,186
Total	12,606

1 Restaurant Hospitality	22.5
2 Restrnts. & Institns.	17.9
3 Bakery Prodcn. & Mktg.	7.4
4 Nation's Rest. News	3.8
5 Restrnt. Business	0.3
6 Institutional Distrib.	-0.2

1 Restrnts. & Institns.	539
2 Restaurant Hospitality	218
3 Bakery Prodcn. & Mktg.	150
4 Nation's Rest. News	71
5 Restrnt. Business	8
6 Institutional Distrib.	-2
Total	984

1 Bakery Prodcn. & Mktg.	167
2 Restrnt. Business	162
3 Restrnts. & Institns.	148
4 Institutional Distrib.	109
5 Restaurant Hospitality	99
6 Nation's Rest. News	78

1 Restrnts. & Institns.	22,614
2 Restrnt. Business	11,573
3 Nation's Rest. News	10,300
4 Bakery Prodcn. & Mktg.	5,746
5 Institutional Distrib.	5,214
6 Restaurant Hospitality	4,800
Total	60,247

1 Restaurant Hospitality	29.1
2 Restrnts. & Institns.	27.0
3 Bakery Prodcn. & Mktg.	17.3
4 Institutional Distrib.	16.4
5 Restrnt. Business	15.2
6 Nation's Rest. News	13.1

1 Restrnts. & Institns.	4,809
2 Restrnt. Business	1,529
3 Nation's Rest. News	1,192
4 Restaurant Hospitality	1,081
5 Bakery Prodcn. & Mktg.	846
6 Institutional Distrib.	735
Total	10,192

1 Restrnt. Business	130
2 Restrnts. & Institns.	121
3 Bakery Prodcn. & Mktg.	111
4 Restaurant Hospitality	63
5 Nation's Rest. News	48
6 Institutional Distrib.	ne

1 Restrnts. & Institns.	106,521
2 Restrnt. Business	83,869
3 Restaurant Hospitality	82,526
4 Nation's Rest. News	67,944
5 Institutional Distrib.	30,275
6 Bakery Prodcn. & Mktg.	30,123
Total	401,258

1 Restrnt. Business	11.4
2 Institutional Distrib.	7.9
3 Nation's Rest. News	7.4
4 Restaurant Hospitality	6.7
5 Restrnts. & Institns.	-0.1
6 Bakery Prodcn. & Mktg.	-0.9

1 Restrnt. Business	8,570
2 Restaurant Hospitality	5,156
3 Nation's Rest. News	4,667
4 Institutional Distrib.	2,217
5 Restrnts. & Institns.	-98
6 Bakery Prodcn. & Mktg.	-274
Total	20,238

1 Restrnts. & Institns.	22,614
2 Restrnt. Business	11,573
3 Nation's Rest. News	11,365
4 Bakery Prodcn. & Mktg.	5,746
5 Institutional Distrib.	5,214
6 Restaurant Hospitality	4,800
Total	61,312

1 Restaurant Hospitality	29.1
2 Restrnts. & Institns.	27.0
3 Bakery Prodcn. & Mktg.	17.3
4 Institutional Distrib.	16.4
5 Restrnt. Business	15.2
6 Nation's Rest. News	13.9

1 Restrnt. Business	292
2 Bakery Prodcn. & Mktg.	279
3 Restrnts. & Institns.	269
4 Restaurant Hospitality	162
5 Nation's Rest. News	126
6 Institutional Distrib.	ne

n/a = not applicable
ne = not estimated

Magazine Profiles

Gorman Publishing Company
5725 East River Road
Chicago, IL 60631
(312) 693-3200
Published: 13x per year with 2 extra in-store issues

Publisher: Bill Donohue
Other key contacts: John Meehan, Vice President, Eastern Sales; Terri Frank, Advertising Coordinator

Editorial Description: Bakery Production and Marketing is edited for bakers who are executives and operating management in large volume bakeries; owners and operators of retail-type bakeries; and distributors who service the market. The editorial purpose is to provide practical feature articles based upon field observation by a baker, editor team who report upon actual bakery operations, and production techniques to make bakers more successful. Monthly news, new product reviews, production tips, packaging, transportation, labor, sanitation, flour, cake decorating, sell-

ing, formulas, and merchandising; plus special emphasis issues on conventions and industry-wide issues.

Member: BPA
Primary SRDS Classification No. 9

Institutional Distribution

Bill Communications, Inc.
633 Third Avenue
New York, NY 10017
(212) 986-4800
Published: 14x per year

Publisher: Stan Romaine
Advertising Director: Alan Feibol

Editorial Description: Institutional Distribution, The Magazine of Foodservice Distribution, is editorially directed to the foodservice distributor executives and their sales forces. Editorial content focuses on how to reach, sell and service foodservice customers. Contents include such subjects as industry and government developments affecting

sales, selling techniques, modern distribution management techniques, distributor-manufacturer relations, distributor-customer relations and physical distribution techniques. Industry news, product news, and personnel changes also covered.

Member: BPA
Primary SRDS Classification No. 127

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
Year founded: 1956
Published: 25x per year

Publisher: Thomas Haas
Other key contacts: Martin J. Feldman, National Sales Manager

Editorial Description: Nation's Restaurant News is a National Newspaper edited for fast food and full service restaurant operators who are executives of single and multi-unit operations as well as food service corporations serving the hotel, motel and institutional industries. A national news-gathering network reports the fast-moving changes taking place in today's sophisticated

food service industry. Regular features include fortnightly commodity outlook, labor outlook, Washington legislative outlook, plus new technological developments in food service equipment and food products.

Member: ABC

Primary SRDS Classification No. 127

Restaurant Business, Inc.
633 Third Avenue
New York, NY 10017
(212) 986-4800
Year founded: 1903
Published: 18x per year

Publisher: Jeffrey P. Berlind

Editorial Description: Restaurant Business is published for those executives of commercial food-service organizations who, regardless of title, have responsibility for any or all decisions relating to the types and uses of food, equipment, supplies and services required to operate their business profitably. Restaurant Business concentrates on ways and means of exploring growth opportunities and increasing productivity through the better use of management's basic resources: manpower, materials, machines, methods, money and markets.

Member: BPA, MPA, ABP

Primary SRDS Classification No. 127

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1919
Published: Monthly

Publisher: Sheldon Jones, Publishing Director
Advertising Director: Thomas R. Huth, General Manager

Other key contacts: Jerome Neff, Vice President; Stephen Michaelides, Executive Editor

Editorial Description: Restaurant Hospitality is directed to and edited for executives in the food service industry including independent and chain restaurants, hotels, motels, motor hotels, resorts, clubs, caterers, health care and hospitals, business and industry, school, military and government, etc. 95% staff written, it is editorially designed to create sales and profits for subscribers through articles covering merchandising (food, beverage and operations), equipment, management, furnishings and decor and industry trends. Editorial content: news (including new

products, recipes, etc.) 19%, "how to" articles (32%) and feature articles (49%).

Member: BPA

Primary SRDS Classification No. 127

Cahners Publishing Company
Cahners Plaza
1350 East Touhy
Des Plaines, IL 60018
(312) 635-8800
Published: 26x per year

Publisher: David S. Wexler

Other key contacts: Frank J. Sibley, Associate Publisher; Jane Y. Wallace, Editor in Chief

Editorial Description: Restaurants & Institutions is edited for buyers and specifiers in the various areas of the commercial and non-commercial foodservice and lodging fields. The editorial content concentrates in the common areas of interest for overall operation of chain and independent foodservice and lodging establishments. Editorial content encompasses foodservice operations, purchasing, administration, design, decor, maintenance, merchandising and personnel.

Member: ABC, BPA

Primary SRDS Classification No. 127

Non-Foods merchandising

U.S. Business Press
We're all business

11 W. 19th Street 10011 Telephone (212) 741-7210

Helping
advertisers reach
and influence the
\$24.3 billion non-foods
segment of the
supermarket industry.

The only supermarket publication devoted exclusively to the general merchandise, health & beauty aids industry and offering the only sales lead generating program in the supermarket field.

The best kept secret on Madison Avenue.

NUMBER OF PAGES OF FOOD ADVERTISING

Good Housekeeping	589.66
Family Circle	522.48
Woman's Day	448.82
Ladies' Home Journal	323.47
Better Homes & Gardens	319.12
McCall's	311.25
Sunset	287.14
Redbook	273.56
People	241.82
Bon Appetit	239.42
Restaurants & Institutions	1903.39

Sources: LNA Magazine Ranking Reports and PAR Patterson Advertising Reports. Does not include pet food or alcoholic beverage advertising.

No magazine carries more food advertising than Restaurants & Institutions.

Not Woman's Day.

Not Better Homes & Gardens.

Not Bon Appetit.

Restaurants & Institutions is the leading magazine of the foodservice industry, where 40% of America's food dollars are spent.

Food companies know it is more efficient to move their products in large volumes through a hundred thousand foodservice outlets, than to try to sell a hundred million supermarket shoppers one at a time.

That is why 42 of the 50 largest food companies in America advertise in Restaurants & Institutions. And why

Restaurants & Institutions runs 3-4 times as much food advertising as any consumer magazine.

In 1983, Restaurants & Institutions ran a total of 1903 pages of food advertising, including major schedules of 50 pages or more from Procter & Gamble, General Foods, French's, Ore-Ida, and the American Dairy Association.

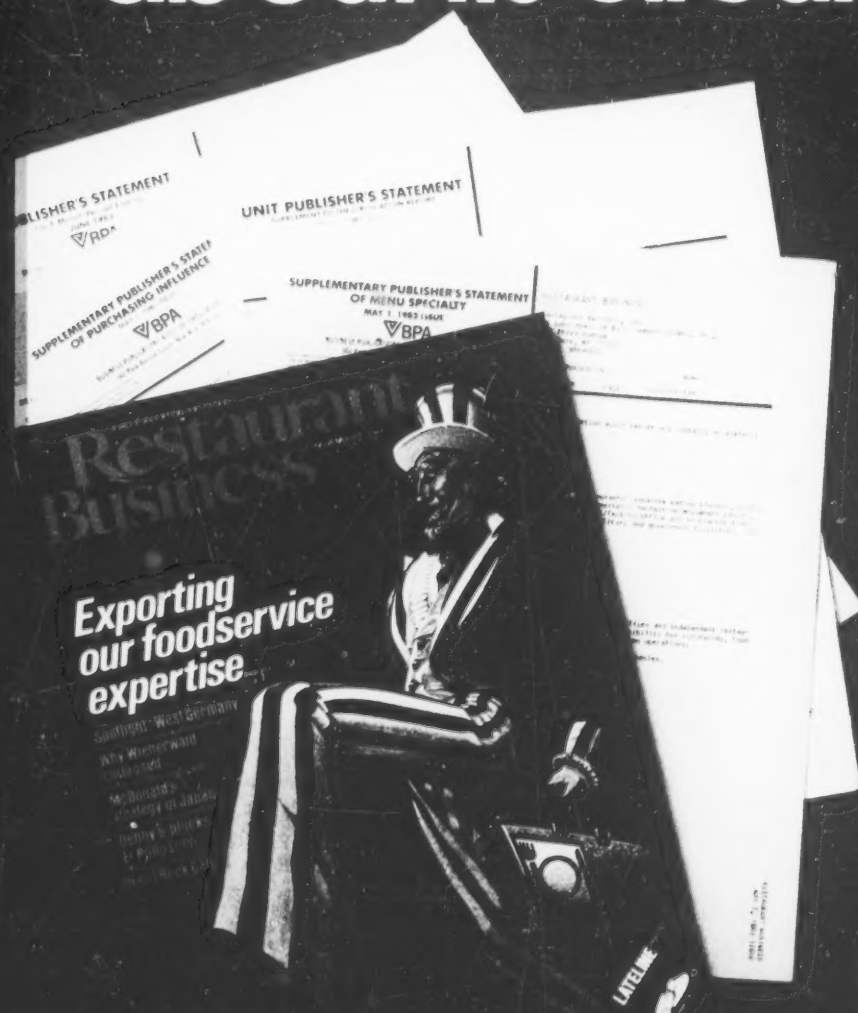
Restaurants & Institutions ran more pages of food editorial, more four-color food photography, more recipes and cookbooks and research into new food trends than any other magazine in America.

For return on investment from your food advertising, isn't it time you discovered the foodservice market and Restaurants & Institutions?

& RESTAURANTS & INSTITUTIONS

A Cahners Publication 1350 E. Touhy Avenue
PO. Box 5080 Des Plaines, IL 60018

Why one foodservice magazine insists on telling you more than it has to about its circulation.



The increased complexity of today's foodservice industry demands more sophisticated marketing and advertising tools.

So at *Restaurant Business*, we provide circulation analysis that goes well beyond BPA requirements.

For example, we not only publish a Unit Audit statement, we take you inside "individual locations" to reveal how many units they control.

Through our exclusive Compu-Chain™ program, we take you behind "type of ownership" to identify franchise affiliations. We can actually tell you how many McDonalds, Holiday Inns or ARA locations we cover.

And we give you both Purchase Influence and Menu Specialty supplements to our Publisher's Statement that further x-ray our readership.

Together, they provide a detailed picture of how *RB* covers your market.

For more on the foodservice magazine that means business, contact your local *Restaurant Business* rep.

Restaurant Business Magazine

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

DIVERSE MARKET HAS MIXED YEAR...

\$90 million grouping has positive ad page and revenue gains vs. '82, but half of books lose in both measurements.

92% controlled circulation market gets over 13,000 circ boost.

Total revenues among 10 market members range from just over \$4 million to just under \$16 million.

THOUGH THERE'S NO MISTAKING ON WHICH SIDE THESE RESULTS FALL...

Control Engineering has top growth pace in total revenues with ad and subscription dollar gains.

Design News engineers best ad page and revenue growth rates vs. year ago.

Average circulation runner-up *Industrial Equipment News* leads in circulation growth. Growth runner-up is circulation leader *New Equipment Digest*.

Three books have paid subscriptions; *EC&M* has the most.

Magazine profiles within this section detail editorial positions, list key publishing contacts.

1 Design News	4,064
2 Machine Design	3,706
3 A.C.,Htg. & Ref. News	2,700
4 Plant Engineering	2,104
5 Res. & Development	1,474
6 Control Engineering	1,423
7 Material Handlg. Engin.	1,320
8 EC&M	1,152
9 New Equipment Digest	942
10 Industrial Equip. News	902
Total	19,787

1 Design News	20.3
2 A.C.,Htg. & Ref. News	8.0
3 Control Engineering	5.0
4 Machine Design	1.1
5 Material Handlg. Engin.	ne
6 EC&M	-2.4
7 Res. & Development	-5.1
8 New Equipment Digest	-7.4
9 Industrial Equip. News	-9.2
10 Plant Engineering	-18.3

1 Design News	687
2 A.C.,Htg. & Ref. News	200
3 Control Engineering	68
4 Machine Design	39
5 Material Handlg. Engin.	ne
6 EC&M	-28
7 New Equipment Digest	-75
8 Res. & Development	-79
9 Industrial Equip. News	-109
10 Plant Engineering	-472
Total	231

1 Design News	169
2 Machine Design	132
3 Res. & Development	123
4 Control Engineering	109
5 Material Handlg. Engin.	102
6 EC&M	96
7 Plant Engineering	81
8 New Equipment Digest	79
9 Industrial Equip. News	69
10 A.C.,Htg. & Ref. News	53

1 Design News	15,899
2 Machine Design	15,418
3 Plant Engineering	10,991
4 New Equipment Digest	9,111
5 Industrial Equip. News	9,055
6 Res. & Development	8,625
7 EC&M	5,911
8 Control Engineering	5,537
9 A.C.,Htg. & Ref. News	4,290
10 Material Handlg. Engin.	4,200
Total	87,037

1 Design News	21.0
2 Control Engineering	14.2
3 A.C.,Htg. & Ref. News	10.0
4 Res. & Development	4.2
5 EC&M	3.0
6 Material Handlg. Engin.	ne
7 Industrial Equip. News	-1.8
8 New Equipment Digest	-2.3
9 Machine Design	-6.6
10 Plant Engineering	-13.6

1 Design News	2,756
2 Control Engineering	689
3 A.C.,Htg. & Ref. News	390
4 Res. & Development	264
5 EC&M	171
6 Material Handlg. Engin.	ne
7 Industrial Equip. News	-167
8 New Equipment Digest	-216
9 Machine Design	-1,082
10 Plant Engineering	-1,723
Total	1,082

1 Res. & Development	69
2 Material Handlg. Engin.	68
3 EC&M	67
4 Control Engineering	56
5 Plant Engineering	48
6 Industrial Equip. News	36
7 A.C.,Htg. & Ref. News	ne
8 Design News	ne
9 Machine Design	ne
10 New Equipment Digest	ne

1 New Equip. Digest	202,238
2 Indust. Equip. News	200,798
3 Machine Design	165,485
4 Design News	157,357
5 Res. & Development	107,602
6 Material Handlg. Engin.	105,483
7 Plant Engineering	102,507
8 Control Engineering	82,568
9 EC&M	74,248
10 A.C.,Htg. & Ref. News	26,911
Total	1,225,197

1 Industrial Equip. News	2.6
2 New Equipment Digest	2.2
3 Plant Engineering	2.1
4 Control Engineering	1.3
5 Design News	0.6
6 Res. & Development	0.5
7 EC&M	0.3
8 Machine Design	0.0
9 Material Handlg. Engin.	ne
10 A.C.,Htg. & Ref. News	-3.7

1 Industrial Equip. News	5,112
2 New Equipment Digest	4,273
3 Plant Engineering	2,070
4 Control Engineering	1,054
5 Design News	865
6 Res. & Development	501
7 EC&M	226
8 Machine Design	69
9 Material Handlg. Engin.	ne
10 A.C.,Htg. & Ref. News	-1,031
Total	13,139

1 EC&M	1,336
2 A.C.,Htg. & Ref. News	858
3 Control Engineering	111
4 Design News	0
5 Industrial Equip. News	0
6 Machine Design	0
7 Material Handlg. Engin.	0
8 New Equipment Digest	0
9 Plant Engineering	0
10 Res. & Development	0
Total	2,305

n/a = not applicable
ne = not estimated

Magazine Profiles

Business News Publishing Company
P.O. Box 2600, 755 West Big Beaver Road
Troy, MI 48007
(313) 362-3700
Year founded: 1926
Published: 52x per year

Publisher: J.E. Henderson

Editorial Description: Air Conditioning, Heating & Refrigeration News provides news coverage and feature material in various technical, marketing, design, engineering, installation, management, government, and labor areas.

Member: ABC

Primary SRDS Classification No. 2

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1954

Published: 13x per year

Publisher: Thomas H. Barry

Other key contacts: Robert L. Hansen, Sales Manager

Editorial Description: Control Engineering is edited for engineers who design, develop, and apply control and instrumentation systems. Coverage is of a technical "how-to" nature. The publication informs control engineers of automatic control and data-handling systems through the practical application of instrumentation and new analytical and systems design techniques. Problems in the processing industries, machinery and manufacturing, aerospace, and other fields are treated in depth. Emphasis on the exchange of information between industries that utilize control techniques, instrumentation and data handling.

Member: BPA

Primary SRDS Classification No. 34

Cahners Publishing Company
221 Columbus Avenue
Boston, MA 02116
(617) 536-7780
Published: 24x per year

Publisher: Ned Johnson

Advertising Director: Nicole M. Borden

Other key contacts: Stephen A. Thompson, National Sales Manager

Editorial Description: Design News is a news magazine for design engineers, written to provide engineers and managers serving the Original Equipment Market with ideas to help them solve their design problems. Contains graphically illustrated articles covering the principal areas of design activity. The Design News editorial objective relates the significant developments in the field of engineering design, provides useful reference material and job-related applications of new design products, materials, systems and techniques.

Member: BPA

Primary SRDS Classification No. 40

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3577
Published: Monthly

Publisher: Jerry S. Ryan

Advertising Director: D. LeRoy Culver

Helping Advertisers Reach And Influence Targeted Markets



Food & Beverage Marketing Magazine

Reaching food, beverage, beer, wine, liquor and tobacco marketers who annually spend \$13 billion on advertising.

Leisure Time Electronics Magazine

Reaching retailers in the \$35.5 billion consumer electronics market.

Modern Floor Coverings Magazine

Reaching retailers in the \$10.0 billion floor covering market.

Non-Foods Merchandising Magazine

Reaching supermarket buyers in the \$24.3 billion general merchandise and health and beauty aids industry.

Product Marketing Magazine

Reaching retailers and marketers in the \$13.8 billion beauty industry.

Toy & Hobby World Magazine

Reaching retailers in the \$9.1 billion toy and hobby market.

We're all business...
\$105.7 billion* dollars worth!

* Annual sales of markets served by U.S. Business Press, Inc. publications

U.S. BUSINESS PRESS, INC., 11 W. 19th Street 10011 Tel. (212) 741-7210

1 Design News	15,899
2 Machine Design	15,418
3 Plant Engineering	10,991
4 New Equipment Digest	9,111
5 Industrial Equip. News	9,055
6 EC&M	7,248
7 Res. & Development	6,625
8 Control Engineering	5,648
9 A.C.,Htg. & Ref. News	5,148
10 Material Handlg. Engin.	4,200
Total	89,343

1 Control Engineering	25.6
2 Design News	21.0
3 A.C.,Htg. & Ref. News	7.3
4 EC&M	4.7
5 Res. & Development	4.2
6 Material Handlg. Engin.	ne
7 Industrial Equip. News	-1.8
8 New Equipment Digest	-2.3
9 Machine Design	-6.6
10 Plant Engineering	-13.6

1 Res. & Development	192
2 Material Handlg. Engin.	169
3 Control Engineering	166
4 EC&M	163
5 Plant Engineering	129
6 Industrial Equip. News	105
7 A.C.,Htg. & Ref. News	ne
8 Design News	ne
9 Machine Design	ne
10 New Equipment Digest	ne

1 EC&M	12.9
2 Control Engineering	12.2
3 Design News	n/a
4 Industrial Equip. News	n/a
5 Machine Design	n/a
6 Material Handlg. Engin.	n/a
7 New Equipment Digest	n/a
8 Plant Engineering	n/a
9 Res. & Development	n/a
10 A.C.,Htg. & Ref. News	-4.6

1 EC&M	74,248
2 A.C.,Htg. & Ref. News	26,911
3 Control Engineering	2,468
4 Design News	0
5 Industrial Equip. News	0
6 Machine Design	0
7 Material Handlg. Engin.	0
8 New Equipment Digest	0
9 Plant Engineering	0
10 Res. & Development	0
Total	103,627

1 EC&M	0.3
2 Design News	n/a
3 Industrial Equip. News	n/a
4 Machine Design	n/a
5 Material Handlg. Engin.	n/a
6 New Equipment Digest	n/a
7 Plant Engineering	n/a
8 Res. & Development	n/a
9 Control Engineering	-0.5
10 A.C.,Htg. & Ref. News	-3.7

1 EC&M	226
2 Design News	n/a
3 Industrial Equip. News	n/a
4 Machine Design	n/a
5 Material Handlg. Engin.	n/a
6 New Equipment Digest	n/a
7 Plant Engineering	n/a
8 Res. & Development	n/a
9 Control Engineering	-14
10 A.C.,Htg. & Ref. News	-1,031
Total	-819

n/a = not applicable
ne = not estimated

Editorial Description: EC&M Electrical Construction and Maintenance is edited for electrical contractors, electrical consultants and in-plant supervisory personnel. Provides technical data about the design, construction, modernization, operation and maintenance of electrical systems. Feature articles (56%) cover reports of current practice principally in technology, also organization and management. Includes state-of-the-art in design, lighting, heating, etc. Departments include New Products (9%), News of the Industry (6%), Practical Methods, Code Forum, Reader's Quiz (29%).

Member: ABC

Primary SRDS Classification No. 39

Thomas Publishing Company
One Penn Plaza, 250 West 34th Street
New York, NY 10119
(212) 695-0500
Published: Monthly

Publisher: Ralph E. Richardson

Editorial Description: Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment, and supplies used in both manufacturing and plant operations. It also describes new catalogs and technical literature.

Member: BPA

Primary SRDS Classification No. 83B

Penton/IPC, Inc.
Penton Plaza, 1111 Chester Avenue
Cleveland, OH 44114

(216) 696-7000
Year founded: 1929
Published: 28x per year

Publisher: Robert Z. Chew, Jr.

Editorial Description: Machine Design is written and edited for the individuals who perform a design engineering function. It provides technical information in the following areas: (1) Design and development, how-to, in-depth technical articles; (2) Current technical news coverage; (3) Ideas, examples of how someone else solved a design problem; (4) Personal, professional and management information; and (5) Commercial assistance by means of new product announcements and manufacturers' literature listings.

Member: BPA, MPA, ABP

Primary SRDS Classification No. 120

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1945
Published: 13x per year

Publisher: Robert S. Maddox

Editorial Description: Material Handling Engineering is edited for the executive responsible for the material handling function of manufacturing or distribution. Articles describe the application of material handling products and systems as a means of increasing productivity, cutting operating cost, improving safety, and facilitating materials requirement planning and inventory control. Departments include general news, industry news, short case studies, product and literature items, and an editorial page.

Member: BPA, MPA, ABP

Primary SRDS Classification No. 85A

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1936
Published: Monthly

Publisher: James D. Atherton

Other key contacts: Russell S. Carson; National Sales Manager; Marci Bushek, Advertising Service Coordinator

Editorial Description: New Equipment Digest contains condensed descriptions of new and/or significantly improved industrial products, materials, components and equipment announced by established companies marketing in the United States. Literature and catalogs on the same subjects are reviewed. In a typical year, the editorial content covers: new product descriptions (85%); new literature and catalogs (11%) and feature articles (4%). Special features include: Special Sections, Editor's Showcase, Samplecase, Bookcase, Data Rack, Best of Penton/IPC and Best of N.E.D.

Member: BPA

Primary SRDS Classification No. 83B

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1947
Published: 25x per year

Publisher: Ciro A. Buttacavoli

Other key contacts: Chuck Minor, Sales Manager

Editorial Description: Plant Engineering is edited for those responsible for designing, building, installing, operating and maintaining the systems, equipment and services of the industrial plant.

(continued on page 446)

Marketing

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

HERE'S A MARKET WE'RE ALL FAMILIAR WITH. . .

Folio:400 market has been comprised of same 3 books for 4 years.

Growth is excellent as members net additional \$7 million ad dollars, \$1.7 million circulation dollars vs. '82.

Newsstand revenue, while only small part of total (less than 1%), moves upward. But market relies on audience's livelihood for 84% of total revenues.

MADE UP OF SOME OLD FRIENDS. . .

Advertising Age dominant in all measurements — total revenues, ad pages and dollars, circulation and circ revenues.

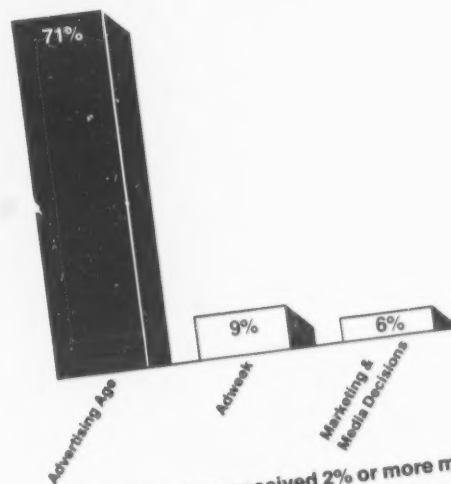
Growth is dominated by *Adweek*, which leads market in total revenue, ad page and ad dollar, subscription circulation and revenue growths.

Sales & Marketing Management attributes solid total revenue boost to double-digit subscription dollar increase.

Magazine profiles within this section detail editorial positions, list key publishing contacts.

We rest our case.

**"WHICH ONE DO YOU CONSIDER
ESSENTIAL, THE ONE YOU
MAKE A SPECIAL EFFORT
TO READ?"**



8 to 1 preference for Ad Age

BASE: 433

The 1984 100 Leaders Study of readership of marketing publications provides powerful proof that Advertising Age is truly *the only one!*

This study was conducted among decision-making executives at the 100 leading national advertisers. 97% of them select types of media to be used. You *must*

reach them!

In response to the question, "What ad/marketing publications do you read regularly?" 80% named Advertising Age.

In terms of "essential" publications, the above page from the study presentation says it all. It also tells you something about the *essential* place to advertise.

Advertising Age The only one.

For the complete report of the 1984 100 Leaders Study, please contact your nearest Advertising Age representative. New York: 220 East 42nd Street, 10017 (212) 210-0205; Chicago: 740 Rush Street, 60611 (312) 649-5304; Los Angeles: 6404 Wilshire Blvd., 90048 (213) 651-3710.

Marketing

Ad Pages 1 Advertising Age 3,725 2 Adweek 2,085 3 Sales & Mktg. Mgmt. 1,041 Total 6,851	% Chg. Ad Pages (1982/1983) (%) 1 Adweek 22.5 2 Advertising Age 12.7 3 Sales & Mktg. Mgmt. -5.4	Net Chg. Ad Pages (1982/1983) 1 Advertising Age 419 2 Adweek 383 3 Sales & Mktg. Mgmt. -60 Total 742	Avg. Ad Pages/Copy 1 Advertising Age 69 2 Sales & Mktg. Mgmt. 65 3 Adweek 41
Ad Revenue (\$000) 1 Advertising Age 21,566 2 Adweek 12,778 3 Sales & Mktg. Mgmt. 3,901 Total 38,245	% Chg. Ad Revenue (1982/1983) (%) 1 Adweek 34.0 2 Advertising Age 19.5 3 Sales & Mktg. Mgmt. 5.4	Net Chg. Ad Revenue (1982/1983) (\$000) 1 Advertising Age 3,526 2 Adweek 3,241 3 Sales & Mktg. Mgmt. 201 Total 6,968	Avg. Edit. Pgs./Copy 1 Sales & Mktg. Mgmt. 73 2 Advertising Age 50 3 Adweek ne
Average Circulation 1 Advertising Age 79,122 2 Adweek 53,238 3 Sales & Mktg. Mgmt. 44,076 Total 176,436	% Chg. Avg. Circ. (1982/1983) (%) 1 Advertising Age 0.2 2 Adweek -1.8 3 Sales & Mktg. Mgmt. -4.2	Net Chg. Avg. Circ. (1982/1983) 1 Advertising Age 156 2 Adweek -960 3 Sales & Mktg. Mgmt. -1,952 Total -2,756	Avg. Newsstand Circ. 1 Advertising Age 2,398 2 Adweek 884 3 Sales & Mktg. Mgmt. 0 Total 3,282
Total Revenue (ad rev. + circ. rev.) (\$000) 1 Advertising Age 25,436 2 Adweek 14,433 3 Sales & Mktg. Mgmt. 5,734 Total 45,603	% Chg. Total Revenue (1982/1983) (%) 1 Adweek 32.3 2 Advertising Age 18.0 3 Sales & Mktg. Mgmt. 6.9	Avg. Total Pgs./Copy (ad pages + edit. pages) 1 Sales & Mktg. Mgmt. 138 2 Advertising Age 119 3 Adweek ne	% Chg. News. Circ. (1982/1983) (%) 1 Advertising Age 38.7 2 Adweek 25.7 3 Sales & Mktg. Mgmt. n/a
Avg. Subscrip. Circ. 1 Advertising Age 76,724 2 Sales & Mktg. Mgmt. 44,076 3 Adweek 35,530 Total 156,330	% Chg. Sub. Circ. (1982/1983) (%) 1 Adweek 13.1 2 Advertising Age -0.7 3 Sales & Mktg. Mgmt. -4.2	Net Chg. Sub. Circ. (1982/1983) (Subs.) 1 Adweek 4,111 2 Advertising Age -514 3 Sales & Mktg. Mgmt. -1,952 Total 1,645	Net Chg. Newsst. Circ. (1982/1983) 1 Advertising Age 670 2 Adweek 181 3 Sales & Mktg. Mgmt. n/a Total 851
Subscription Revenue (\$000) 1 Advertising Age 3,708 2 Sales & Mktg. Mgmt. 1,833 3 Adweek 1,599 Total 7,140	% Chg. Sub. Revenue (1982/1983) (%) 1 Adweek 19.8 2 Sales & Mktg. Mgmt. 10.4 3 Advertising Age 9.2	Newsstand Revenue (\$000) 1 Advertising Age 162 2 Adweek 56 3 Sales & Mktg. Mgmt. 0 Total 218	% Chg. Newsst. Rev. (1982/1983) (%) 1 Adweek 56.5 2 Advertising Age 34.9 3 Sales & Mktg. Mgmt. n/a

n/a = not applicable
ne = not estimated

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Magazine Profiles

Advertising Age

Crain Communications Inc.
740 Rush Street
Chicago, IL 60611
(312) 649-5200
Year founded: 1930
Published: Twice weekly (as of 4/26/84)

Publisher: Louis F. DeMarco
Advertising Director: David Persson
Other key contacts: Larry Oliver, Eastern Sales Manager; Don Lock, Midwestern Sales Manager

Member: ABC

Primary SRDS Classification No. 1

Adweek

A/S/M Communications
820 Second Avenue
New York, NY 10017
(212) 661-8080
Year founded: 1951
Published: Weekly (except last week of year)

Publishers: John C. Thomas, East; J.C. Kelly, Southwest; John Singleton, Midwest; Michael Carpenter, West; Stephen Carroll, Southeast
Other key contacts: Richard Ross, Advertising Manager, East

Editorial Description: Adweek is a group of magazines devoted to advertising industry news and information. Each magazine is edited in the region it serves. Each brings its readers local and national news. Special in-depth reports and industry analyses appear simultaneously in the Network publications.

Member: ABC

Primary SRDS Classification No. 1

Sales & Marketing Management

Bill Communications, Inc.
633 3rd Avenue
New York, NY 10017
(212) 986-4800
Published: 16x per year

Publisher: Ken Reiss
Advertising Director: Don Mates

Editorial Description: Sales & Marketing Management is published for executives responsible for the sale and marketing of their company's products and services.

Member: ABC, BPA

Primary SRDS Classification No. 131A

LARGEST BUSINESS MARKET MAKES MAJOR REVENUE STRIDES...

Twenty-one medical books make Folio:400 with combined revenues of \$177 million.

Total revenues average +14.8% per book vs. 1982; ad dollars alone grow by nearly \$20 million.

Eight market books share subscription revenues of \$16.8 million.

INTER-SPECIALTY BOOKS DOMINATE ABSOLUTE MEASUREMENTS AND GROWTH...

New England Journal of Medicine is dollar leader with 45% of revenues coming from subscriptions. In ad pages and revenues, it's *Medical Economics*.

Largest circulation, top ad page growth belong to *American Medical News*.

Journal of the AMA has largest and fastest growing paid subscription circ. Also tops in total circulation growth.

Best ad and total revenue growth is domain of *Postgraduate Medicine*.

Magazine profiles within this section detail editorial positions, list key publishing contacts.

Medical

Ad Pages	% Chg. Ad Pages	Net Chg. Ad Pages	Avg. Ad Pages/Copy
1 Medical Economics 4,073	1 Amer. Medical News 30.0	1 Postgraduate Medicine 514	1 Postgraduate Medicine 196
2 N.E. Jour. of Med. 4,069	2 Postgraduate Medicine 27.9	2 Diversion 467	2 Amer. Family Physician 187
3 Journal of the AMA 3,365	3 Physician's Mgmt. 26.9	3 Physician's Mgmt. 394	3 MD 164
4 Diversion 2,932	4 Practical Cardiology 22.6	4 Practical Cardiology 312	4 Annals of Int. Med. 163
5 Emergency Medicine 2,686	5 Diversion 18.9	5 Annals of Int. Med. 281	5 Diversion 163
6 Patient Care 2,465	6 Annals of Int. Med. 16.8	6 Journal of the AMA 224	6 Hospital Practice 160
7 Postgraduate Medicine 2,356	7 Hospitals 11.4	7 Amer. Medical News 200	7 Medical Economics 157
8 Amer. Family Phys. 2,243	8 Drug Therapy 10.4	8 Hospitals 182	8 Consultant 156
9 MD 1,972	9 Amer. Family Phys. 7.5	9 Drug Therapy 171	9 Physician's Mgmt. 155
10 Annals of Int. Med. 1,957	10 Journal of the AMA 7.1	10 Amer. Family Physician 156	10 Drug Therapy 151
11 Hospital Practice 1,925	11 Hospital Practice 5.6	11 Hospital Practice 102	11 Modern Medicine 149
12 Consultant 1,877	12 Phys. & Sports Med. 4.2	12 Patient Care 74	12 Practical Cardiology 130
13 Physician's Mgmt. 1,861	13 Patient Care 3.1	13 Phys. & Sports Med. 49	13 Emergency Medicine 128
14 Drug Therapy 1,810	14 Medical Economics 0.7	14 Medical Economics 29	14 Patient Care 117
15 Modern Medicine 1,785	15 Modern Healthcare ne	15 Modern Healthcare ne	15 Modern Healthcare 106
16 Hospitals 1,782	16 Modern Medicine -3.2	16 Modern Medicine -59	16 Phys. & Sports Med. 102
17 Practical Cardiology 1,692	17 MD -4.9	17 MD -101	17 N.E. Jour. of Med. 78
18 Medical World News 1,526	18 Emergency Medicine -7.5	18 Emergency Medicine -218	18 Hospitals 74
19 Modern Healthcare 1,268	19 N.E. Jour. of Med. -11.9	19 Medical World News -268	19 Journal of the AMA 70
20 Phys. & Sports Med. 1,221	20 Consultant -13.8	20 Consultant -300	20 Medical World News 64
21 Amer. Medical News 866	21 Medical World News -14.9	21 N.E. Jour. of Med. -551	21 Amer. Medical News 39
Total 45,731		Total 1,658	

n/a = not applicable
ne = not estimated

Magazine Profiles

American Family Physician

American Academy of Family Physicians
1740 West 92nd Street
Kansas City, MO 64114
(816) 333-9700
Year founded: 1950 (as GP)
Published: Monthly

Publisher: Walter H. Kemp
Other key contacts: Richard L. Ray, Marketing Manager; H. Robert Hogg, Sales Director

Editorial Description: American Family Physician is edited for physicians specializing in family practice, internal medicine or osteopathy. Original scientific articles, written on assignment, emphasize diagnostic and therapeutic techniques. Other editorial features include scientific abstracts plus legislative information of interest to physicians in active practice. Fifty-five percent of American Family Physician's editorial content is devoted to scientific information. Special emphasis is placed on design and illustration.

Member: BPA
Primary SRDS Classification No. 87

American Medical News

American Medical Association
535 North Dearborn
Chicago, IL 60610
(312) 645-5000
Year founded: 1958
Published: 48x per year

Publisher: John T. Baker

Advertising Director: Joseph Dennehy
Other key contacts: Raymond Christian, Advertising Services Director; Robert Corcoran, Eastern Sales Manager; Thomas Carroll, Midwest/West Sales Manager

Editorial Description: American Medical News publishes news and opinions on issues of political, social and economic significance concerning the practice and delivery of medical care. Additionally, there is non-technical reporting and discussion of medical developments, legal decisions, legislation, business trends and tax rulings.

Primary SRDS Classification No. 87

Annals of Internal Medicine

American College of Physicians
4209 Pine Street
Philadelphia, PA 19104
(215) 243-1200
Year founded: 1927
Published: Monthly

Business Director: Elmer R. Jones
Other key contacts: Brian Barker, Assistant Director; Amy Passe, Advertising Production Manager

Editorial Description: Annals of Internal Medicine is a journal edited for physicians specializing in the practice of internal medicine and in allied fields such as immunology, dermatology, pediatrics, pathology, preventive medicine, and public health. Each issue presents original contributions from clinical observation and research on the nature, diagnosis, and treatment of disease; case studies; conference-type reviews; editorial reviews and notes; book reviews; and medical news. Social and cultural aspects of medicine are reflected in articles on medical history

and in editorials. Front and back sections advertise products relevant to the practice of internal medicine.

Member: ABC
Primary SRDS Classification No. 87

Consultant

Cliggett Publishing Company
55 Holly Hill Lane
Greenwich, CT 06830
(203) 661-0600
Year founded: 1961
Published: Monthly

Publisher: Robert R. Victorin
Advertising Director: Jon R. Catlin
Other key contacts: Anthony P. Perraglia, Robert W. Preston, Eastern Advertising Representatives; Charles A. Dooley, Western Advertising Representative

Editorial Description: Consultant articles emphasize the "how to" aspects of medicine. They help the reader resolve questions common to his everyday practice and provide him with peer references so he can measure his own techniques against those of leading authorities. Consultant also offers a means of personal consultation with author-specialists and other clinical experts who answer questions submitted by physician-readers. All articles are original and concise, covering the major and minor day-by-day problems encountered in primary care. The emphasis throughout is on providing practical and immediately relevant help to clinicians.

Member: BPA
Primary SRDS Classification No. 87

Ad Revenue

1 Medical Economics	20,132
2 Journal of the AMA	14,207
3 N.E. Jour. of Med.	12,000
4 Diversion	10,386
5 Amer. Medical News	8,497
6 Patient Care	8,144
7 Postgraduate Medicine	7,670
8 Hospital Practice	7,627
9 Emergency Medicine	7,222
10 Amer. Family Phys.	7,036
11 Consultant	6,561
12 MD	6,270
13 Modern Medicine	5,741
14 Physician's Mgmt.	5,521
15 Medical World News	5,421
16 Hospitals	5,388
17 Practical Cardiology	5,132
18 Drug Therapy	4,715
19 Annals of Int. Med.	4,637
20 Phys. & Sports Med.	4,199
21 Modern Healthcare	4,044
Total	160,550

% Chg. Ad Revenue

1 Postgraduate Medicine	35.4
2 Amer. Medical News	32.6
3 Physician's Mgmt.	30.8
4 Annals of Int. Med.	27.3
5 Diversion	22.7
6 Practical Cardiology	22.2
7 N.E. Jour. of Med.	21.2
8 Hospitals	21.0
9 Drug Therapy	16.5
10 Amer. Family Phys.	16.3
11 Journal of the AMA	15.6
12 Phys. & Sports Med.	14.5
13 Hospital Practice	13.2
14 Emergency Medicine	11.1
15 Medical Economics	10.7
16 Patient Care	6.5
17 Modern Medicine	1.8
18 MD	0.5
19 Modern Healthcare	ne
20 Consultant	-7.3
21 Medical World News	-7.6

Net Chg. Ad Revenue

1 N.E. Jour. of Med.	2,100
2 Amer. Medical News	2,090
3 Postgraduate Medicine	2,005
4 Medical Economics	1,943
5 Diversion	1,919
6 Journal of the AMA	1,918
7 Physician's Mgmt.	1,301
8 Annals of Int. Med.	994
9 Amer. Family Physician	988
10 Hospitals	940
11 Practical Cardiology	932
12 Hospital Practice	888
13 Emergency Medicine	722
14 Drug Therapy	667
15 Phys. & Sports Med.	531
16 Patient Care	500
17 Modern Medicine	103
18 MD	30
19 Modern Healthcare	ne
20 Medical World News	-445
21 Consultant	-515
Total	19,611

Avg. Edit. Pgs/Copy

1 Annals of Int. Med.	197
2 Postgraduate Medicine	165
3 Amer. Family Physician	153
4 Diversion	144
5 Hospital Practice	131
6 Drug Therapy	123
7 MD	119
8 Physician's Mgmt.	116
9 Consultant	105
10 Medical Economics	102
11 Emergency Medicine	100
12 Modern Medicine	99
13 Patient Care	96
14 Phys. & Sports Med.	85
15 Journal of the AMA	83
16 Modern Healthcare	83
17 N.E. Jour. of Med.	67
18 Hospitals	58
19 Medical World News	26
20 Amer. Medical News	21
21 Practical Cardiology	ne

n/a = not applicable
ne = not estimated

Diversion

Diversion Communications, Inc.
60 East 42nd Street
New York, NY 10165
(212) 682-3710
Year founded: 1973
Published: 18x per year

Publisher: Gilbert W. Chapman, Jr.
Advertising Director: Edward McGlynn

Editorial Description: Diversion is a medical leisure magazine edited for physicians. It includes articles of interest to the doctor as a traveler, investor, gourmet, gardener, photographer, sportsman and convention-goer. The editorial tone reflects its readers' lifestyles and their personal interests, and articles are prepared by authorities in their respective fields.

Member: BPA
Primary SRDS Classification No. 87

Drug Therapy Office Edition

Biomedical Information Corp.
800 Second Avenue
New York, NY 10017
(212) 599-3400
Year founded: 1970
Published: Monthly

Publisher: Philip Keusch
Advertising Director: Frank Marchese
Other key contacts: Joe DeGrandis, Michael Mrvica, Robert Varga, Eastern Advertising Sales; Terry Hicks, Western Advertising Sales; Irene Hekimian, Advertising Coordinator; Cornell Rudov, Director of Operations

Editorial Description: Drug Therapy Office Edition contains original articles on the use and action of therapeutic agents. Authored by physicians, contents are edited to be practical and clinically relevant. Special editorial features include: Compendium Update, Practical Pharmacology for the Primary Care Physician, New Drugs/Drug News, Keeping Up With Prescribing Information (Drug Interactions, Clinical Drug Abstracts), Interpreting ECG's, Hypertension Clinics, and What Your Patients Are Reading.

Member: BPA, AICP
Primary SRDS Classification No. 87

Emergency Medicine

Cahners Publishing Company/Medical Health Care Group
280 Madison Avenue
New York, NY 10016
(212) 889-4530
Year founded: 1968
Published: Semimonthly (except July, August, December)

Publisher: Charles H. Messina
Advertising Director: Charles H. Messina
Other key contacts: Anthony J. DiRollo, Group Vice President; Henry Kurz, Representative; Mary McKibben, Representative

Editorial Description: Emergency Medicine is published for those physicians who deal with the broadest range of patients and illnesses. The publication addresses itself to the acute phases of various types of illnesses and injuries. It treats, on a "how to" level, common emergencies ranging from the most routine to the most serious. Special features include: errors in emergency practice, the toxic emergency, emergency tips

from the literature, and major hospital therapeutic conferences aimed at helping doctors diagnose and treat acute medical and traumatic conditions.

Member: BPA
Primary SRDS Classification No. 87

Hospital Practice

HP Publishing Company
575 Lexington Avenue
New York, NY 10022
(212) 421-7320
Year founded: 1966
Published: 12x per year

Publisher: Milton Liebman
Advertising Director: Terrance A. Bean
Other key contacts: David W. Fisher, President; George Janco, Sales Manager; Rita Beale, Sales Manager

Editorial Description: Hospital Practice provides original review articles on new developments and problem areas in medicine and clinical research directed to physicians in hospital practice. Special features include a letter of current medicine, Capsule Comment, a special section on bedside patient management, Clinical Strategy, short feature on solving diagnostic and therapeutic problems, ECG Casebook, The Pain Clinic, and the Problem Patient. Personal views and commentary on subjects of current interest are provided in essays by regular contributors.

Member: BPA
Primary SRDS Classification No. 87

Every other Friday in our executive health club will be great for your figures.

The health care industry has exploded. And today's health care executives are marketers. Financiers. Venture capitalists—a nationwide group of influential men and women looking for products and services that will give their hospitals a bigger share of the consumer market.

Modern Healthcare is where they meet. And where your ads belong. Our elite group of 79,000 key decision makers will see your message as they look to us for business news and information that is insightful. Timely. Reliable.

More news more often

To keep our readers on top of the action, we're increasing our frequency to 26 issues a year, starting in January 1985. Every other Friday health care management will be looking to our

editorial—and to our advertising—for better ways to serve their customers.

Our readers need more than hospital products. They want items that can help generate revenue. Lower operating costs. Increase productivity. Keep them competitive—and profitable.

Call Chuck Lauer, our vice president and publisher, at 312/649-5341. He'll give you a complete look at the health care marketplace. And pinpoint some other reasons why joining our club will do wonders for your figures.

***Modern
Healthcare***

The healthiest marketplace in America.

Average Circulation	% Chg. Avg. Circ. (1983/1982)	Net Chg. Avg. Circ. (1983/1982)	Subscription Revenue (1983)
1 Amer. Medical News 318,642	1 Journal of the AMA 8.3	1 Journal of the AMA 24,236	1 N. E. Jour. of Med. 9,693
2 Journal of the AMA 315,072	2 Practical Cardiology 6.8	2 Practical Cardiology 9,223	2 Annals of Int. Med. 3,841
3 N.E. Jour. of Med. 207,611	3 Amer. Family Physician 5.9	3 Emergency Medicine 7,285	3 Journal of the AMA 1,488
4 Hospital Practice 193,004	4 Emergency Medicine 5.9	4 Amer. Family Physician 7,082	4 Medical Economics 1,013
5 Medical Economics 180,087	5 Patient Care 3.7	5 Patient Care 4,076	5 Modern Healthcare 274
6 Diversion 173,721	6 Postgraduate Medicine 2.0	6 N.E. Jour. of Med. 3,298	6 Hospitals 216
7 MD 156,065	7 Annals of Int. Med. 1.7	7 Postgraduate Medicine 2,480	7 Medical World News 157
8 Practical Cardiology 145,000	8 Consultant 1.6	8 Consultant 1,966	8 Amer. Medical News 131
9 Drug Therapy 144,382	9 N.E. Jour. of Med. 1.6	9 MD 1,623	9 Amer. Family Physician 0
10 Emergency Medicine 131,022	10 MD 1.1	10 Annals of Int. Med. 1,538	10 Consultant 0
11 Amer. Family Phys. 127,355	11 Phys. Sports Med. 1.1	11 Medical World News 1,143	11 Diversion 0
12 Postgraduate Med. 124,539	12 Medical World News 1.0	12 Phys. & Sports Med. 970	12 Drug Therapy 0
13 Consultant 122,532	13 Drug Therapy 0.6	13 Drug Therapy 882	13 Emergency Medicine 0
14 Modern Medicine 120,101	14 Modern Medicine 0.3	14 Modern Medicine 402	14 Hospital Practice 0
15 Medical World News 117,060	15 Hospitals 0.2	15 Hospitals 122	15 MD 0
16 Patient Care 112,899	16 Modern Healthcare ne	16 Modern Healthcare ne	16 Modern Medicine 0
17 Physician's Mgmt. 109,566	17 Physician's Mgmt. -0.6	17 Physician's Mgmt. -687	17 Patient Care 0
18 Annals of Int. Med. 93,497	18 Diversion -1.4	18 Diversion -2,495	18 Phys. & Sports Med. 0
19 Phys. & Sports Med. 92,989	19 Hospital Practice -1.4	19 Medical Economics -2,606	19 Physician's Mgmt. 0
20 Hospitals 81,377	20 Medical Economics -1.4	20 Hospital Practice -2,725	20 Postgraduate Medicine 0
21 Modern Healthcare 70,347	21 Amer. Medical News -3.3	21 Amer. Medical News -10,710	21 Practical Cardiology 0
Total 3,136,868		Total 47,103	Total 16,813

n/a = not applicable
ne = not estimated

Hospitals

American Hospital Publishing, Inc.
211 East Chicago Avenue
Chicago, IL 60611
(312) 951-1100
Year founded: 1948
Published: Twice monthly

Publisher: Daniel S. Schechter
Advertising Director: Richard M. Dudley

Editorial Description: Hospitals contains news articles and regular features which provide professional information for operating executives of health care institutions. Editorial content includes: administration & professional practice (27%); finance & economics (18%); news (17%); purchasing & product information (9%); planning & construction (8%); technology (7%); support services (6%); other (8%). Special features include: Hospital Economic Forecast, Design Lines, Law in Brief, Product Reports, Washington Report.

Member: BPA, SNAP
Primary SRDS Classification No. 65

Journal of the American Medical Association

American Medical Association
535 North Dearborn
Chicago, IL 60610
(312) 645-5000
Year founded: 1883
Published: 48x per year

Publisher: John T. Baker
Advertising Director: Joseph Dennehy
Other key contacts: Bob Corcoran, Eastern Sales Manager; Thomas Carroll, Midwest/West Sales

Manager: Raymond Christian, Advertising Services Director

Editorial Description: Journal of the American Medical Association reports on progress in clinical medicine pertinent research, and landmark evolutions in other areas as they interface with medicine. It publishes various directories, medical news items, letters, original papers, abstracts, questions & answers, obituaries, and practice opportunities.

Member: BPA
Primary SRDS Classification No. 87

MD

MD Publications, Inc.
30 East 60th Street
New York, NY 10022
(212) 355-5432
Year founded: 1957
Published: Monthly

Publisher: James A. Clements
Advertising Director: Dominic Waddington
Other key contacts: Kate Donohue, Advertising Manager (Consumer)

Editorial Description: MD Magazine contains articles, reviews, and photo essays which examine a broad spectrum of subjects, among them medicine, science, the fine arts, literature, history, biography, music, sports, travel, entertainment, and social issues that affect the doctor as both human being and professional.

Member: BPA
Primary SRDS Classification No. 87

Medical Economics

Medical Economics Company, Inc.
680 Kinder Kamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1923
Published: Twice monthly

Publisher: Thomas J. McGill
Advertising Director: Lewis A. Scaliti, Vice President
Other key contacts: James H. Jenkins, Field Sales Manager; Kent Haydock, Promotion Director; Richard G. Cenar, Western Sales Manager

Editorial Description: Medical Economics is edited for physicians in private practice. Covers patient relations, office management, fee setting and collecting, health insurance, hospital practice, government regulation, professional liability—plus such financial subjects as personal insurance, investments, tax and estate planning. Also medical ethics, medical humor, medical family life, leisure activities. Interpretive articles feature advice from experts, based on experiences of practicing physicians.

Member: BPA
Primary SRDS Classification No. 87

Medical World News

HEI Publishing, Inc.
7676 Woodway, Suite 112
Houston, TX 77063
(713) 780-2299
Year founded: 1960
Published: 24x per year

Publisher: J. Russel Denson

Total Revenue (\$ mil. + prior years)		% Chg. Total Revenue 1983-1984		Avg. Total Pys. Copy (all years + prior years)		% Chg. Sub. Revenue 1983-1984	
1 N.E. Jour. of Med.	21,693	1 Postgraduate Medicine	35.4	1 Postgraduate Medicine	361	1 Journal of the AMA	42.7
2 Medical Economics	21,145	2 Amer. Medical News	34.1	2 Annals of Int. Med.	360	2 Hospitals	34.3
3 Journal of the AMA	15,702	3 Physician's Mgmt.	30.8	3 Amer. Family Physician	340	3 Annals of Int. Med.	19.3
4 Diversion	10,386	4 Annals of Int. Med.	23.5	4 Diversion	307	4 N.E. Jour. of Med.	3.8
5 Amer. Medical News	8,628	5 Diversion	22.7	5 Hospital Practice	292	5 Medical Economics	3.1
6 Annals of Int. Med.	8,478	6 Practical Cardiology	22.2	6 MD	284	6 Amer. Family Physician	n/a
7 Patient Care	8,144	7 Hospitals	21.6	7 Drug Therapy	274	7 Amer. Medical News	n/a
8 Postgraduate Medicine	7,670	8 Journal of the AMA	17.7	8 Physician's Mgmt.	271	8 Consultant	n/a
9 Hospital Practice	7,627	9 Drug Therapy	16.5	9 Consultant	261	9 Diversion	n/a
10 Emergency Medicine	7,222	10 Amer. Family Physician	16.3	10 Medical Economics	259	10 Drug Therapy	n/a
11 Amer. Family Phys.	7,036	11 Phys. Sports Med.	14.5	11 Modern Medicine	248	11 Emergency Medicine	n/a
12 Consultant	6,561	12 Hospital Practice	13.2	12 Emergency Medicine	228	12 Hospital Practice	n/a
13 MD	6,270	13 N.E. Jour. of Med.	12.8	13 Patient Care	214	13 MD	n/a
14 Modern Medicine	5,741	14 Emergency Medicine	11.1	14 Modern Healthcare	188	14 Modern Healthcare	ne
15 Hospitals	5,604	15 Medical Economics	10.3	15 Phys. & Sports Med.	186	15 Modern Medicine	n/a
16 Medical World News	5,578	16 Patient Care	6.5	16 Journal of the AMA	153	16 Patient Care	n/a
17 Physician's Mgmt.	5,521	17 Modern Medicine	1.8	17 N.E. Jour. of Med.	145	17 Phys. Sports Med.	n/a
18 Practical Cardiology	5,132	18 MD	0.5	18 Hospitals	132	18 Physician's Mgmt.	n/a
19 Drug Therapy	4,715	19 Modern Healthcare	ne	19 Medical World News	89	19 Postgraduate Medicine	n/a
20 Modern Healthcare	4,318	20 Consultant	-7.3	20 Amer. Medical News	60	20 Practical Cardiology	n/a
21 Phys. & Sports Med.	4,199	21 Medical World News	-7.4	21 Practical Cardiology	ne	21 Medical World News	-1.8
Total	177,370						

n/a = not applicable
ne = not estimated

Other key contacts: Patrick Magill, General Manager

Editorial Description: Medical World News reports on new or improved approaches to diagnosis and therapy, on drugs and devices, on the clinical application of new research, on the hospital aspects of medical practice, and on the business of medical practice.

Member: BPA
Primary SRDS Classification No. 87

Modern Healthcare

Crain Communications, Inc.
740 North Rush Street
Chicago, IL 60611
(312) 649-5350
Year founded: 1930
Published: 16x per year

Publisher: Charles S. Lauer
Advertising Director: Leonidas Nelson
Other key contacts: Beverly Montgomery-Karp, Marketing Director

Editorial Description: Modern Healthcare provides news and feature coverage of the business aspects of healthcare management. Content includes topics such as finance, purchasing, legislation, labor, planning, construction, patient care, government affairs, technology, fundraising, marketing and management.

Member: BPA
Primary SRDS Classification No. 65

Modern Medicine

Harcourt Brace Jovanovich Publications, Inc.

7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Year founded: 1932
Published: Monthly

Publisher: Bernard Rogers
Advertising Director: Jeffrey Preston, Associate Publisher
Other key contacts: Ron Ziegler, Associate Publisher; Marcie Lazarich, Sales Representative

Editorial Description: Modern Medicine includes abstracts of original papers selected from the world's literature; physician-written articles on diagnosis and therapy, clinical highlights of major medical meetings; illustrated reports of clinical techniques, plus editorial, opinion, and news briefs; a diagnostic problem; a feature on drug actions and interactions are also part of the regular editorial content, which is aimed at serving the clinical needs and interests of primary care physician readers.

Member: BPA
Primary SRDS Classification No. 87

New England Journal of Medicine

Massachusetts Medical Society
1440 Main Street
Waltham, MA 02254
(617) 893-3800
Year founded: 1812
Published: Weekly

Publisher: Frederick Bowes, III, Director of Publishing Operations
Advertising Director: Ronald Brown
Other key contacts: William Healy, Western Account Manager; Art Wilschek, Eastern Account Manager; James Tibbs, Eastern Account

Manager

Editorial Description: New England Journal of Medicine is a medical journal, with no categorical restrictions, which presents original articles and interpretive reviews of new developments in the major aspects of medicine: its science, its art and practice, and its position in today's social-political structure.

Member: BPA
Primary SRDS Classification No. 87

Patient Care

Medical Economics Company, Inc.
16 Thorndal Circle, P.O. Box 1245
Darien, CT 06820
(203) 655-8951
Year founded: 1967
Published: 21x per year

Publisher: John A. Krieger
Advertising Director: Arlene E. Gibb
Other key contacts: Mark E. Bugni, National Sales Manager; Kenneth Garand, Eastern Sales Manager; Ruth Hohmeier, Sales Representative; Jack McAleer, Sales Representative; Robert V. Gilot, Sales Representative

Editorial Description: Patient Care contains practical advice for physicians in the primary care specialties. Most articles deal with clinical problems, particularly those encountered in day-to-day office practice. These articles are presented in small units headed by summaries. Most articles give the consensus of three or more authorities; those articles reflecting one opinion only are accompanied by the comments of pre-publication peer reviewers. Departments include Technique Tips, Time Savers, Patient Pleasers, Overseas Observer, Procedures for Your Prac-

Avg. Subscrip. Circ.	% Chg. Sub. Circ. (1982/1981)	Net Chg. Sub. Circ. (1982/1981)
1 Journal of the AMA 240,485	1 Journal of the AMA 3.0	1 Journal of the AMA 7,028
2 Amer. Medical News 230,232	2 N.E. Jour. of Med. 1.9	2 N.E. Jour. of Med. 3,826
3 N.E. Jour. of Med. 206,243	3 Annals of Int. Med. 1.7	3 Annals of Int. Med. 1,538
4 Annals of Int. Med. 93,497	4 Amer. Family Physician n/a	4 Amer. Family Physician n/a
5 Medical Economics 28,938	5 Consultant n/a	5 Consultant n/a
6 Modern Healthcare 7,835	6 Diversion n/a	6 Diversion n/a
7 Hospitals 6,178	7 Drug Therapy n/a	7 Drug Therapy n/a
8 Medical World News 4,760	8 Emergency Medicine n/a	8 Emergency Medicine n/a
9 Amer. Family Phys. 0	9 Hospital Practice n/a	9 Hospital Practice n/a
10 Consultant 0	10 MD n/a	10 MD n/a
11 Diversion 0	11 Modern Healthcare ne	11 Modern Healthcare ne
12 Drug Therapy 0	12 Modern Medicine n/a	12 Modern Medicine n/a
13 Emergency Medicine 0	13 Patient Care n/a	13 Patient Care n/a
14 Hospital Practice 0	14 Phys. Sports Med. n/a	14 Phys. & Sports Med. n/a
15 MD 0	15 Physician's Mgmt. n/a	15 Physician's Mgmt. n/a
16 Modern Medicine 0	16 Postgraduate Medicine n/a	16 Postgraduate Medicine n/a
17 Patient Care 0	17 Practical Cardiology n/a	17 Practical Cardiology n/a
18 Phys. & Sports Med. 0	18 Hospitals -0.4	18 Hospitals -25
19 Physician's Mgmt. 0	19 Medical Economics -2.8	19 Medical World News -457
20 Postgraduate Medicine 0	20 Amer. Medical News -7.6	20 Medical Economics -829
21 Practical Cardiology 0	21 Medical World News -8.8	21 Amer. Medical News -18,809
Total 818,168		Total -7,728

n/a = not applicable
ne = not estimated

tice, Practical Briefings, and When Your Patient Asks.

Member: BPA
Primary SRDS Classification No. 87

The Physician and Sportsmedicine

McGraw-Hill Publications Company
4530 West 77th Street
Minneapolis, MN 55435
(612) 835-3222
Year founded: 1973
Published: 12x per year

Publisher: Robert L. Kennett
Advertising Director: Robert L. Kennett
Other key contacts: George R. Hammel, Julie Ann Hendrickson, Thomas L. Bishow, William C. Faust, Sales Representatives

Editorial Description: The Physician and Sportsmedicine serves the practicing physician's professional and personal interests in the medical aspects of sports and exercise through a balance of topical editorial. Clinical articles focus on current practical information the physician can apply in day-to-day activities including: The recognition, treatment and prevention of injury and disease caused by exercise and sport; the medical examination of both recreational and competitive athletes; the medical principles involved in training and conditioning of sports participants and others for regular physical exercise; the role of physical exercise and sports in the prevention and amelioration of chronic disease states; the use of games in the conditioning and rehabilitation of the physically handicapped.

Member: ABP, BPA
Primary SRDS Classification No. 87

Physician's Management

Harcourt Brace Jovanovich Publications, Inc.
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Year founded: 1961
Published: Monthly

Publisher: Mel Winters
Other key contacts: Tom Terreri, Advertising Representative; Joseph Diorio, Advertising Representative

Editorial Description: Physician's Management is oriented to the doctor's problems and opportunities as a businessman: office organization, staffing and personnel, maintaining proper records, advice and analysis on personal finance, the consequences of government policies as they affect the profession. The goal of each issue is to keep the doctor informed of management techniques, as well as the economic factors which influence his practice.

Member: BPA
Primary SRDS Classification No. 87

Postgraduate Medicine

McGraw-Hill Publications Company
4530 West 77th Street
Minneapolis, MN 55435
(612) 835-3222
Year founded: 1947
Published: 16x per year

Publisher: Daniel M. Kelley
Advertising Director: Daniel M. Kelley
Other key contacts: E.W. Burke, Sales Representative; M. James Dougherty, Sales Representative

tive; Noe P. Mayotte, Sales Representative; George M. Sendak, Sales Representative

Editorial Description: Postgraduate Medicine is edited for physicians who provide primary care: FP/GP, IM, DO, Cards and Gastros. Each issue presents original clinical articles stressing diagnosis and treatment of problems encountered in general medical practice. Clinical symposiums in each issue are accompanied by tests for self-assessment and tests which may be completed for AMA Category I Credits, AOA Credit and AAFP Prescribed Credit.

Member: ABC, BPA
Primary SRDS Classification No. 87

Practical Cardiology

Med Publishing, Inc.
50 Route 9
Morganville, NJ 07751
(201) 536-3600
Published: 13x per year

Publisher: John J. Hennessy, II
Editorial Description: Practical Cardiology is a journal of continuing education in diagnostic and management problems confronting the office and hospital-based G.P., F.P., D.O., I.M., and Cardiologist in the areas of cardiology, pulmonary and diabetes medicine. Editorial consists primarily of "how to" articles supplemented by regular features and departments stressing practical diagnostic and management information.

Primary SRDS Classification No. 87

METAL INDUSTRY STILL IN SLUMP...

Market still feeling effects of recession with declines in ads and revenues.

At end of 1981, 6 market publications made Folio:400; only 3 in '83.

Publishers attribute sluggish activity to cyclical nature of the business: 'capital goods' industries, e.g. machine shops, last to feel recession, last to recover from it.

Slumping steel business a nagging industry problem.

MAGAZINES MAINTAIN CIRCULATIONS, OPTIMISTIC ABOUT AD FUTURE...

Total revenue leader *AMM* maintains circ and slightly increases subscription revenues.

Iron Age's market-leading ad revenues, circulation ready it for recovery.

American Machinist to build on market's 2nd biggest ad page and circulation bases.

Ad Pages	% Chg. Ad Pages (1982/1983)	Net Chg. Ad Pages (1982/1983)	Avg. Ad Pages/Copy
1 AMM 1,813	1 AMM -24.5	1 Iron Age -485	1 American Machinist 108
2 American Machinist 1,299	2 Iron Age -27.6	2 American Machinist -560	2 Iron Age 35
3 Iron Age 1,275	3 American Machinist -30.1	3 AMM -587	3 AMM 7
Total 4,387		Total -1,632	

Ad Revenue	% Chg. Ad Revenue (1982/1983)	Net Chg. Ad Revenue (1982/1983)	Avg. Edit. Pgs./Copy
1 Iron Age 5,900	1 American Machinist -13.9	1 American Machinist -768	1 American Machinist 93
2 AMM 5,107	2 Iron Age -20.9	2 Iron Age -1,558	2 AMM 15
3 American Machinist 4,744	3 AMM -25.0	3 AMM -1,704	3 Iron Age ne
Total 15,751		Total -4,030	

Average Circulation	% Chg. Avg. Circ. (1982/1983)	Net Chg. Avg. Circ. (1982/1983)	Subscription Revenue (1983)
1 Iron Age 113,822	1 American Machinist 0.1	1 Iron Age 110	1 AMM 4,100
2 American Machinist 62,457	2 Iron Age 0.1	2 American Machinist 85	2 Iron Age 253
3 AMM 41,817	3 AMM -7.6	3 AMM -3,443	3 American Machinist 0
Total 218,096		Total -3,248	Total 4,353

Total Revenue	% Chg. Total Revenue (1982/1983)	Avg. Total Pgs./Copy (ad pages + edit. pages)	% Chg. Sub. Revenue (1982/1983)
1 AMM 9,207	1 American Machinist -13.9	1 American Machinist 201	1 AMM 2.4
2 Iron Age 6,153	2 AMM -14.9	2 AMM 23	2 American Machinist n/a
3 American Machinist 4,744	3 Iron Age -20.4	3 Iron Age ne	3 Iron Age -6.1
Total 20,104			

Avg. Subscrip. Circ.	% Chg. Sub. Circ. (1982/1983)	Net Chg. Sub. Circ. (1982/1983)
1 AMM 41,817	1 American Machinist n/a	1 American Machinist n/a
2 Iron Age 6,153	2 Iron Age -6.1	2 Iron Age 297
3 American Machinist 0	3 AMM -7.6	3 AMM -3,443
Total 46,426		Total -3,740

n/a = not applicable
ne = not estimated

Magazine Profiles

American Machinist

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3326
Year founded: 1877
Published: Monthly

Publisher: Richard H. Larsen
Advertising Director: Robert A. Nelson, Director of Marketing Services
Other key contacts: James G. Methven, Controller; Catherine C. Kane, Research Manager

Editorial Description: American Machinist is edited for company management and manufacturing/production managers and engineers in the metalworking industries. Metalworking Trends section features coverage of significant developments to watch in the technology of metalworking manufacturing including: machine tools, cutting, forming, computers and control, materials, robotics, quality assurance, welding, assembly, cleaning & finishing, plant operations, and manufacturing systems; and in international news plus the economic outlook, labor relations and government regulations. Feature articles and Special Reports deal with manufacturing meth-

ods and practices in the metalworking marketplace.

Member: BPA
Primary SRDS Classification No. 88

AMM

American Metal Market/Metalworking News

Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4140
Year founded: 1882
Published: Daily

Publisher: Kenneth Share
Advertising Director: John Nolan
Other key contacts: Ed Cowen, Manager Metal Cutting Tools; Bill MacLeod, Manager Metal-Forming Machine Tools

Editorial Description: AMM is the daily newspaper of the metal-using and metal-producing industries. Since 1882, AMM has reported all the news that affects the supply and demand for metals, including over 1500 price quotations every day. On Monday, AMM expands its coverage to include the metalworking industry with up-to-the-minute information about machine tools, flexible manufacturing, robotics, comput-

ers, and new manufacturing technologies.

Member: ABC
Primary SRDS Classification No. 88

Iron Age

Chilton Company
Chilton Way
Radnor, PA 19089
(215) 964-4332
Year founded: 1855
Published: 24x per year

Publisher: Robert O. Sward

Editorial Description: Iron Age serves 185 metalworking industries. This market includes industries which can be broadly classified as producers and manufacturers of primary metals, fabricated metal products, electrical and nonelectrical machinery, transportation, equipment, instruments and controls, computers, material handling and miscellaneous metal products. It is written for metalworking managers in the administration, production, engineering and purchasing functions. Editorial coverage includes news of metalworking, engineering and production developments, and market and price information.

Member: BPA, ABP
Primary SRDS Classification No. 88



Tomorrow is only a day away.

You can't change yesterday, but you can plan for tomorrow. At AMM, the industry's leading publication, we've been doing it all along.

How are we doing it?

While most of the industry has been cutting back, AMM has been investing in AMM Magazine—a new concept that gives advertisers the best of both worlds; the immediacy of newspaper readership combined with a slick format for glossy reproduction.

And we've refined our daily flow of information in the newspaper and upgraded our list of Special Issues to permit advertisers to zero-in on market segments and the audiences they attract.

Yes, we're constantly changing AMM in preparation for a better tomorrow. But the one thing that doesn't change is AMM's position in the field. We're still the leader in metals and metalworking, and we plan to stay that way for tomorrow and tomorrow and tomorrow...

AMM

American Metal Market
Metalworking News

Every other Friday in our executive health club will be great for your figures.

The health care industry has exploded. And today's health care executives are marketers. Financiers. Venture capitalists—a nationwide group of influential men and women looking for products and services that will give their hospitals a bigger share of the consumer market.

Modern Healthcare is where they meet. And where your ads belong. Our elite group of 79,000 key decision makers will see your message as they look to us for business news and information that is insightful. Timely. Reliable.

More news more often

To keep our readers on top of the action, we're increasing our frequency to 26 issues a year, starting in January 1985. Every other Friday health care management will be looking to our

editorial—and to our advertising—for better ways to serve their customers.

Our readers need more than hospital products. They want items that can help generate revenue. Lower operating costs. Increase productivity. Keep them competitive—and profitable.

Call Chuck Lauer, our vice president and publisher, at 312/649-5341. He'll give you a complete look at the health care marketplace. And pinpoint some other reasons why joining our club will do wonders for your figures.

**Modern
Healthcare**

The healthiest marketplace in America.

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

YEAR IS GUARDED FOR NURSING BOOKS...

Though 3-magazine market is flat in total revenues, ad pages and dollars decline vs. '82.

Publishers indicate health care cost-containment programs largely responsible for drop. Hospital nursing staff cutbacks translate to fewer recruitment ads, historically some 65% of market's ad income.

But market relies on circulation dollars for 55% of revenue. Subscription dollars up an average of 2.4% to counter ad declines.

BUT MARKET BOOKS ARE IN STABLE CONDITION...

American Journal of Nursing shifts revenue source from 55% subscription generated in '82 to 60% in '83.

Nursing '83 retains market leadership in circulation and revenues with slight total revenue gain vs. '82.

RN beefs up circulation dollars, leading market in subscription revenue growth.

See magazine profiles in this section for editorial descriptions and listings of key publishing personnel for market publications.

Nursing

Ad Pages	% Chg. Ad Pages (1982/1983)	Net Chg. Ad Pages (1982/1983)	Avg. Ad Pages/Copy
1 Nursing '83 815	1 Nursing '83 -10.9	1 RN -95	1 Nursing '83 68
2 Am. Jour. of Nursing 716	2 RN -12.7	2 Nursing '83 -100	2 Am. Jour. of Nursing 60
3 RN 653	3 Am. Jour. of Nursing -18.9	3 Am. Jour. of Nursing -167	3 RN 54
Total 2,184		Total -362	
Ad Revenue (\$000)	% Chg. Ad Revenue (1982/1983)	Net Chg. Ad Revenue (1982/1983)	Avg. Edit. Pgs./Copy
1 Nursing '83 6,792	1 Nursing '83 -0.7	1 Nursing '83 -49	1 Am. Jour. of Nursing 86
2 RN 3,946	2 RN -6.0	2 RN -250	2 Nursing '83 70
3 Am. Jour. of Nursing 3,235	3 Am. Jour. of Nursing -19.0	3 Am. Jour. of Nursing -760	3 RN 62
Total 13,973		Total -1,059	
Average Circulation	% Chg. Avg. Circ. (1982/1983)	Net Chg. Avg. Circ. (1982/1983)	Subscription Revenue (\$000)
1 Nursing '83 529,633	1 RN -2.3	1 RN -8,807	1 Nursing '83 7,438
2 RN 366,024	2 Nursing '83 -2.9	2 Nursing '83 -16,080	2 RN 5,157
3 Am. Jour. of Nursing 316,552	3 Am. Jour. of Nursing -8.3	3 Am. Jour. of Nursing -28,777	3 Am. Jour. of Nursing 4,784
Total 1,212,209		Total -53,664	Total 17,379
Total Revenue (ad rev. + circ. rev.) (\$000)	% Chg. Total Revenue (1982/1983)	Avg. Total Pgs./Copy (ad pages + edit. pages)	% Chg. Sub. Revenue (1982/1983)
1 Nursing '83 14,230	1 Nursing '83 1.0	1 Am. Jour. of Nursing 146	1 RN 5.6
2 RN 9,103	2 RN 0.2	2 Nursing '83 138	2 Nursing '83 2.7
3 Am. Jour. of Nursing 8,020	3 Am. Jour. of Nursing -9.2	3 RN 117	3 Am. Jour. of Nursing -1.1
Total 31,353			
Avg. Subscrip. Circ.	% Chg. Sub. Circ. (1982/1983)	Net Chg. Sub. Circ. (1982/1983)	
1 Nursing '83 529,633	1 RN -2.3	1 RN -8,807	
2 RN 366,024	2 Nursing '83 -2.9	2 Nursing '83 -16,080	
3 Am. Jour. of Nursing 316,552	3 Am. Jour. of Nursing -8.3	3 Am. Jour. of Nursing -28,777	
Total 1,212,209		Total -53,664	

Magazine Profiles

American Journal of Nursing

American Journal of Nursing Company
555 West 57th Street
New York, NY 10019
(212) 582-8820
Year founded: 1900
Published: Monthly
Publisher: Thelma M. Schorr
Advertising Director: John Harrison
Other key contacts: Gretchen Gerds, Vice-President/Editor

Editorial Description: American Journal of Nursing, the professional magazine written by nurses for nurses, combines authoritative articles on clinical practice, issues, and trends with fast-paced, broad news coverage, both clinical and general. Major articles, written by practicing experts and peer reviewed, present the why's behind the how-to's. Content is directed to busy professional practitioners in all settings—acute and chronic hospitals, home care/community health, long-term and rehabilitation facilities, nursing homes, schools, offices, industry. Continuing education credit is available through special features in four issues each year.

Member: ABC
Primary SRDS Classification No. 102

Nursing '83

Springhouse Corporation
1111 Bethlehem Pike
Springhouse, PA 19477
(215) 646-8700
Year founded: 1971
Published: Monthly

Publisher: Warren R. Erhardt
Advertising Director: John E. Kelly
Other key contacts: Joseph L. Lyons, National Sales Manager.

Editorial Description: Nursing '83 is a skill enrichment journal for practicing nurses. The how-to articles deal with clinical nursing (i.e., patient care and closely related matters). Articles written on assignment by nurses and health professionals chosen for expert knowledge. Manuscripts are previewed and pretested for accuracy and usability by members of the 44 member Editorial and Advisory Boards. Articles are heavily edited for conciseness and readability; profusely illustrated to make technical content palatable. Regular Departments include: Nursing Grand Rounds, Product News for Nurses, Human Problems in Nursing, Drug Update and Consultation.

Member: BPA
Primary SRDS Classification No. 102

RN

Medical Economics Company, Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1937
Published: Monthly

Publisher: Robert K. Hopkins Jr.
Advertising Director: Alan D. Kolstein
Other key contacts: George F. Reber, Recruitment & Retention Manager

Editorial Description: RN contains articles for registered nurses in various specialties, particularly those technologically oriented career nurses who work in hospitals or in hospital-affiliated facilities. Includes drug updates, news items, and feature articles on nursing procedures, clinical techniques and a range of professional, legal, and career problems. Subject matter is three-quarters clinical, one-quarter professional, with emphasis on events and current developments. Special editorial features: RN Continuing Education Curriculum, Letters, Professional Update, News and Analysis, Medical Press in Review, Legally Speaking, Advice of Counsel, Sound Off!, Technology Today (new products), Clinical Highlights, and PracticeScope.

Member: BPA
Primary SRDS Classification No. 102

SOFT TIMES IN FOSSIL FUELS BUSINESS TAKES TOLL ON MARKET BOOKS...

Oil glut and reduced demand have negative effect on advertisers, hence industry publications.

Last year's Folio:400 listed 5 market books; only 2 remain this year.

Like Metals market, ad activity declines while circulation is essentially stable.

TWO MARKET MEMBERS AWAIT UPSWING IN CYCLICAL BUSINESS...

Larger of them, *Oil & Gas Journal*, finishes year with nearly \$16 million in total revenues.

Hydrocarbon Processing's circulation virtually even with '82, ready for ad turnaround.

For further information, see magazine profiles in this section for editorial descriptions and listings of key publishing personnel.

Petroleum

Ad Pages

1 Oil & Gas Journal	4,147
2 Hydrocarbon Process.	1,466
Total	5,613

% Chg. Ad Pages (1982/1983)

1 Hydrocarbon Process.	-25.8
2 Oil & Gas Journal	-34.1

Net Chg. Ad Pages (1982/1983)

1 Hydrocarbon Process.	-510
2 Oil & Gas Journal	-2,150
Total	-2,660

Avg. Ad Pages/Copy

1 Hydrocarbon Process.	122
2 Oil & Gas Journal	80

Ad Revenue

(\$000)

1 Oil & Gas Journal	14,000
2 Hydrocarbon Process.	3,812
Total	17,812

% Chg. Ad Revenue (1982/1983)

1 Hydrocarbon Process.	-22.1
2 Oil & Gas Journal	-29.6

Net Chg. Ad Revenue (1982/1983)

1 Hydrocarbon Process.	-1,079
2 Oil & Gas Journal	-5,894
Total	-6,973

Avg. Edit. Pgs./Copy

1 Oil & Gas Journal	87
2 Hydrocarbon Process.	ne

Average Circulation

1 Oil & Gas Journal	62,833
2 Hydrocarbon Process.	36,207
Total	99,040

% Chg. Avg. Circ. (1982/1983)

1 Hydrocarbon Process.	-1.8
2 Oil & Gas Journal	-2.6

Net Chg. Avg. Circ. (1982/1983)

1 Hydrocarbon Process.	-664
2 Oil & Gas Journal	-1,708
Total	-2,372

Subscription Revenue (\$000)

1 Oil & Gas Journal	1,948
2 Hydrocarbon Process.	311
Total	2,259

Total Revenue

(ad rev. + circ. rev.) (\$000)

1 Oil & Gas Journal	15,948
2 Hydrocarbon Process.	4,123
Total	20,071

% Chg. Total Revenue (1982/1983)

1 Hydrocarbon Process.	-20.9
2 Oil & Gas Journal	-27.2

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Oil & Gas Journal	167
2 Hydrocarbon Process.	ne

% Chg. Sub. Revenue (1982/1983)

1 Hydrocarbon Process.	-2.4
2 Oil & Gas Journal	-2.7

Avg. Subscrip. Circ.

1 Oil & Gas Journal	62,833
2 Hydrocarbon Process.	32,321
Total	95,154

% Chg. Sub. Circ. (1982/1983)

1 Hydrocarbon Process.	-1.4
2 Oil & Gas Journal	-2.6

Net Chg. Sub. Circ. (1982/1983)

1 Hydrocarbon Process.	-468
2 Oil & Gas Journal	-1,708
Total	-2,176

n/a = not applicable
ne = not estimated

Magazine Profiles

Hydrocarbon Processing

Gulf Publishing Company
P.O. Box 2608
Houston, TX 77001
(713) 529-4301
Year founded: 1922
Published: Monthly

Publisher: William G. Dudley
Advertising Director: Jay Durham
Other key contacts: Gene Swantek, Sales Manager

Editorial Description: Hydrocarbon Processing is edited for people in the worldwide Hydrocarbon Processing Industry (oil, petrochemical, gas and synfuel plants). These include personnel who are employed both by operating companies and engineer-constructor firms. Annual editorial content averages: News, 24.4%; Management Guidelines 15.6%; Technical and Economic, 60.0%. Regular features are: HP Impact, Who's Building, Construction Boxscore, New Developments in Products and Services.

Member: ABC

Primary SRDS Classification No. 111

Oil & Gas Journal

PennWell Publishing Company
1421 South Sheridan
Tulsa, OK 74101
(918) 835-3161
Year founded: 1902
Published: Weekly

Publisher: L. John Ford
Other key contacts: Tom T. Terrell, Sales Manager, East; John M. Spears, Sales Manager, West

Editorial Description: Oil & Gas Journal is edited for operating and management personnel of oil and gas companies worldwide. Operating people from managers to foremen are included. News articles give weekly information and detailed interpretation of world developments. Feature articles deal with technology, politics, operation, economics, finance, and industry surveys. Petroleum industry divisions covered: exploration, drilling, producing, pipelining, transportation, gas processing, refining, petrochemical, marketing and all LNG/SNG activities. Special features: Four-page newsletter, Letters to the Editor, editorial, Washington and World-wide columns, new equipment, new literature, statistics, exploration highlights,

and industry and supply company personals.

Member: ABC

Primary SRDS Classification No. 111

MARKET NEWSLINE • MARKET NEWSLINE • MARKET

RECOVERY GETS BOOST FROM RETAIL INDUSTRIES...

Market books average +5% ad pages, +15% ad revenues vs. 1982.

Circulations essentially flat. Paid subs 4% average decline indicates slight shift toward controlled. Circulation revenues only 4% of market's total.

ESTABLISHED BOOKS REFLECT RETAIL DIVERSITY...

HFD, bible of home furnishings industry, is largest retail publication in total revenues, ad pages and dollars. Circulation leader is *Drug Topics*.

Supermarket News tops market in subscriptions. *Gifts & Decorative Accessories* gets most subscription revenues.

WHILE FOLIO:400 NEWCOMERS HINT AT THINGS TO COME...

National Home Center News is 3rd in field of 14 market magazines in total revenues and ad dollars.

Computer Merchandising carries 4th most ad pages with over 2,000.

Consumer Electronics rides technology boom with 4th highest circulation.

Welcome back to *Chain Store Age General Merchandising Edition* after a 2-year absence from The 400.

1 HFD	3,425
2 National Jeweler	2,322
3 Gifts & Dec. Acc.	2,310
4 Computer Mdsq.	2,073
5 Natl. Home Ctr. News	2,026
6 Hardware Retailing	1,550
7 Bldg. Supply&Hme.Ctrs.	1,447
8 Supermarket News	1,326
9 Progressive Grocer	1,171
10 Consumer Electronics	1,100
11 Discount Store News	1,051
12 Drug Topics	971
13 Chain Store Age G.M.E.	950
14 Drug Store News	913
Total	22,635

1 Discount Store News	16.1
2 Bldg. Supply&Hme.Ctrs.	9.5
3 Supermarket News	9.5
4 Gifts & Dec. Acc.	7.6
5 HFD	6.0
6 Hardware Retailing	4.2
7 Drug Store News	4.1
8 Progressive Grocer	4.1
9 Chain Store Age G.M.E.	ne
10 Computer Mdsq.	ne
11 Consumer Electronics	ne
12 Natl. Home Ctr. News	ne
13 Drug Topics	-1.7
14 National Jeweler	-9.6

1 HFD	194
2 Gifts & Dec. Acc.	163
3 Discount Store News	146
4 Bldg. Supply&Hme.Ctrs.	125
5 Supermarket News	115
6 Hardware Retailing	63
7 Progressive Grocer	47
8 Drug Store News	36
9 Chain Store Age G.M.E.	ne
10 Computer Mdsq.	ne
11 Consumer Electronics	ne
12 Natl. Home Ctr. News	ne
13 Drug Topics	-17
14 National Jeweler	-248
Total	624

1 Gifts & Dec. Acc.	193
2 Computer Mdsq.	173
3 Hardware Retailing	129
4 Bldg. Supply&Hme.Ctrs.	121
5 National Jeweler	97
6 Consumer Electronics	92
7 Progressive Grocer	90
8 Natl. Home Ctr. News	81
9 Chain Store Age G.M.E.	79
10 HFD	66
11 Discount Store News	44
12 Drug Topics	42
13 Drug Store News	35
14 Supermarket News	26

1 HFD	11,811
2 Supermarket News	9,230
3 Natl. Home Ctr. News	8,787
4 Progressive Grocer	7,420
5 National Jeweler	6,792
6 Discount Store News	5,600
7 Bldg. Supply&Hme.Ctrs.	5,443
8 Gifts & Dec. Acc.	5,316
9 Hardware Retailing	4,848
10 Chain Store Age G.M.E.	4,648
11 Consumer Electronics	4,500
12 Drug Topics	4,339
13 Drug Store News	4,200
14 Computer Mdsq.	4,198
Total	87,132

1 HFD	30.3
2 Discount Store News	30.2
3 Bldg. Supply&Hme.Ctrs.	22.1
4 Drug Store News	20.0
5 Gifts & Dec. Acc.	19.8
6 Supermarket News	16.1
7 Hardware Retailing	9.7
8 Drug Topics	4.5
9 Progressive Grocer	1.9
10 Chain Store Age G.M.E.	ne
11 Computer Mdsq.	ne
12 Consumer Electronics	ne
13 Natl. Home Ctr. News	ne
14 National Jeweler	-3.0

1 HFD	2,749
2 Discount Store News	1,300
3 Supermarket News	1,280
4 Bldg. Supply&Hme.Ctrs.	984
5 Gifts & Dec. Acc.	877
6 Drug Store News	700
7 Hardware Retailing	429
8 Drug Topics	188
9 Progressive Grocer	135
10 Chain Store Age G.M.E.	ne
11 Computer Mdsq.	ne
12 Consumer Electronics	ne
13 Natl. Home Ctr. News	ne
14 National Jeweler	-211
Total	8,431

1 Gifts & Dec. Acc.	124
2 Computer Mdsq.	106
3 Hardware Retailing	90
4 Consumer Electronics	83
5 Chain Store Age G.M.E.	62
6 Progressive Grocer	62
7 HFD	53
8 Natl. Home Ctr. News	47
9 Drug Topics	45
10 Drug Store News	29
11 Discount Store News	26
12 Supermarket News	21
13 Bldg. Supply&Hme.Ctrs.	ne
14 National Jeweler	ne

n/a = not applicable
ne = not estimated

Magazine Profiles

Cahners Publishing Company
1350 East Touhy
Des Plaines, IL 60018
(312) 635-8500
Year founded: 1917
Published: Monthly

Publisher: Joseph E. Modaff

Other key contacts: John F. Sulko, Director of Marketing Communications

Editorial Description: Building Supply & Home Centers is a merchandising magazine containing information about current trends and proven ideas in the areas of modern marketing, merchandising, sales promotion, advertising, sales training methods, capital equipment and profitable management. Special features include Profile of 500 Giant Retailers, Annual Buyers Guide, Merchandising Awards competition, Retailer of the Year Awards, Idea Retailing, How To Sell More Series.

Member: ABP

Primary SRDS Classification No. 19

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1925
Published: 12x per year

Publisher: Michael Bailenson

Editorial Description: Chain Store Age General Merchandise Edition contains articles of interest to management responsible for the purchase of resale merchandise and for the operation of general merchandise chain stores. Articles are on merchandising, trends and strategies, merchandising retail companies, people, statistical marketing studies, investigative features and financial news. Section Two, Apparel merchandising, covers the apparel marketplace—men's, women's, and children's wear—and concentrates on the business of fashion for the volume retailer. It includes fashion and fiscal trends, management, promotion, consumer buying habits and profiles of department stores, full-line discount, specialty or catalog chains and their marketing plans.

Member: ABC

Primary SRDS Classification No. 27

Eastman Publishing Company, Inc.
15720 Ventura Boulevard, Suite 222
Encino, CA 91436
(818) 995-0436
Year founded: 1981
Published: 12x per year

Publisher: Bill Slapin

Advertising Director: Paul Turchetta, Associate Publisher

Other key contacts: Joe Romanek, National Sales Manager

Editorial Description: Computer Merchandising is written for retailers who sell computers and related high technology products. The magazine uses a case history approach to help computer specialists learn effective merchandising techniques. It helps general retailers sell personal computers by translating technology into benefits. CM's regular departments include: news, sales training, sales trends, computers, peripherals, accessories, advertising and promotion software, media watch, and Best Seller charts.

Member: BPA, WPA, ABP

Primary SRDS Classification No. 5A

**SUPERMARKET NEWS
IS FIRST
IN ADVERTISING
BECAUSE
SUPERMARKET NEWS
IS FIRST
IN READERSHIP***



**PREFERENCE
PROVES
IT!**

We're here to sell pages. And we do. More than any other industry publication. Because Supermarket News generates the most attention and involvement from supermarket decision makers by providing weekly, national, industry news not available anywhere else.

87% of supermarket HQ personnel read Supermarket News. 56.9% of these decision makers prefer Supermarket News compared to only 15.1% who choose the second book. And, Supermarket News is the only one they pay for in a field of dozens of industry publications.

Decision makers in the coops, voluntaries and chains who are reading Supermarket News did \$189 Billion in sales last year—that's \$189 Billion worth of product moving into and out of stores run by people who're not only reading but *preferring* Supermarket News every week.

That's a lot of product. We sell a lot of pages.

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Los Angeles: (213) 612-0614

Supermarket News

*Grocery Publication Readership Study 1983,
Hagen Marketing Research, Inc.

1 Drug Topics	80,586
2 Progressive Grocer	76,144
3 Hardware Retailing	66,724
4 Consumer Electronics	60,341
5 Supermarket News	54,839
6 Bldg. Supply&Hme.Ctrs.	36,087
7 Drug Store News	34,368
8 Gifts & Dec. Acc.	33,511
9 HFD	32,086
10 National Jeweler	31,595
11 Natl. Home Ctr. News	29,024
12 Chain Store Age G.M.E.	25,800
13 Computer Mdsq.	25,212
14 Discount Store News	22,435
Total	608,752

1 National Jeweler	4.1
2 Drug Topics	3.4
3 Hardware Retailing	3.3
4 Chain Store Age G.M.E.	ne
5 Computer Mdsq.	ne
6 Consumer Electronics	ne
7 Natl. Home Ctr. News	ne
8 Progressive Grocer	0.0
9 Gifts & Dec. Acc.	-0.1
10 Bldg. Supply&Hme.Ctrs.	-0.5
11 Discount Store News	-2.3
12 HFD	-2.5
13 Supermarket News	-3.6
14 Drug Store News	-4.9

1 Drug Topics	2,640
2 Hardware Retailing	2,106
3 National Jeweler	1,230
4 Progressive Grocer	4
5 Chain Store Age G.M.E.	ne
6 Computer Mdsq.	ne
7 Consumer Electronics	ne
8 Natl. Home Ctr. News	ne
9 Gifts & Dec. Acc.	-24
10 Bldg. Supply&Hme.Ctrs.	-185
11 Discount Store News	-529
12 HFD	-806
13 Drug Store News	-1,788
14 Supermarket News	-2,038
Total	610

1 Gifts & Dec. Acc.	795
2 HFD	688
3 Supermarket News	631
4 Drug Store News	400
5 National Jeweler	255
6 Chain Store Age G.M.E.	207
7 Discount Store News	187
8 Hardware Retailing	126
9 Drug Topics	79
10 Bldg. Supply&Hme.Ctrs.	0
11 Computer Mdsq.	0
12 Consumer Electronics	0
13 Natl. Home Ctr. News	0
14 Progressive Grocer	0
Total	3,368

1 HFD	12,499
2 Supermarket News	9,861
3 Natl. Home Ctr. News	8,787
4 Progressive Grocer	7,420
5 National Jeweler	7,047
6 Gifts & Dec. Acc.	6,111
7 Discount Store News	5,787
8 Bldg. Supply&Hme.Ctrs.	5,443
9 Hardware Retailing	4,973
10 Chain Store Age G.M.E.	4,855
11 Drug Store News	4,600
12 Consumer Electronics	4,500
13 Drug Topics	4,418
14 Computer Mdsq.	4,198
Total	90,499

1 Discount Store News	28.6
2 HFD	27.8
3 Bldg. Supply&Hme.Ctrs.	22.1
4 Gifts & Dec. Acc.	18.1
5 Drug Store News	18.0
6 Supermarket News	14.9
7 Hardware Retailing	9.1
8 Drug Topics	6.4
9 Progressive Grocer	1.9
10 Chain Store Age G.M.E.	ne
11 Computer Mdsq.	ne
12 Consumer Electronics	ne
13 Natl. Home Ctr. News	ne
14 National Jeweler	-2.6

1 Gifts & Dec. Acc.	316
2 Computer Mdsq.	278
3 Hardware Retailing	219
4 Consumer Electronics	175
5 Progressive Grocer	152
6 Chain Store Age G.M.E.	141
7 Natl. Home Ctr. News	128
8 HFD	119
9 Drug Topics	87
10 Discount Store News	69
11 Drug Store News	64
12 Supermarket News	46
13 Bldg. Supply&Hme.Ctrs.	ne
14 National Jeweler	ne

1 National Jeweler	9.5
2 Gifts & Dec. Acc.	7.8
3 Drug Store News	0.4
4 Bldg. Supply&Hme.Ctrs.	n/a
5 Chain Store Age G.M.E.	ne
6 Computer Mdsq.	n/a
7 Consumer Electronics	n/a
8 Drug Topics	ne
9 Natl. Home Ctr. News	n/a
10 Progressive Grocer	n/a
11 Supermarket News	-0.5
12 HFD	-4.7
13 Discount Store News	-6.6
14 Hardware Retailing	-8.3

n/a = not applicable
ne = not estimated

CES Publishing Corporation
135 West 50th Street
New York, NY 10020
(212) 957-8800
Published: Monthly

Editorial Description: Consumer Electronics is edited for independent retailers, mass merchandisers, discount chains, hi-fi, video and computer specialty shops, radio/TV/appliance stores and department stores in the consumer electronics industry who merchandise television, electronic games (hardware and software), audio components, stereo compacts and consoles, radios, tape equipment, telephones, computers (hardware and software), blank tape and pre-recorded programming, video hardware and software, accessories, calculators and watches and security systems. The publication is sectionalized as indicated above. Articles are merchandising oriented. New products are covered separately in each section. Statistics are provided regularly. Special features include: Our Man in Japan, Probe, Computer Electronics, Gazette, Bits & Pieces, People, Mystery Shopper.

Member: BPA

Primary SRDS Classification No. 122

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1962
Published: 24x per year

Publisher: Fred J. Filer
Other key contacts: John Failla, Eastern Sales Manager; Randy Easton, Mid-west Sales Manager

Editorial Description: Discount Store News is a national newspaper published for personnel with responsibilities in full-line discount department stores, catalog showrooms and specialty discount chains. News coverage includes companies, people and trends affecting discount operations, specialty discounters and catalog showrooms. Additional editorial emphasis is placed on marketing developments, productivity reports on major merchandise departments, and in-depth industry analyses.

Member: ABC

Primary SRDS Classification No. 35B

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1928
Published: Every other week

Publisher: Jay Forbes

Editorial Description: Drug Store News contains news-oriented editorial which focuses on retail drug chains; major cooperative and voluntary-affiliated independent stores; wholesale distributors; supermarket and discount chains with pharmacies; pharmaceutical and health and beauty aid manufacturing; and government and finance. A regular pharmacy section features articles on operations, new product introductions, market trends and federal and state issues. Each issue also contains Chain Store Age Merchandiser, a magazine section that reports on merchandising of health and beauty aids and general merchandise in drug stores. Once a year Drug Store News also publishes an A.C. Nielson report which includes market share data for top health and beauty aid categories.

Member: ABC

Primary SRDS Classification No. 36

SHAPING A MARKET



*Editorial ...
reflection of
a marketplace.*

Eastman Publishing.....a company dedicated to shaping and building the high technology retail marketplace through its editorial products: COMPUTER MERCHANDISING, SOFTWARE MERCHANDISING, and COMPUTER MERCHANDISING INTERNATIONAL.

COMPUTER MERCHANDISING, Eastman's initial publication, set the standard for subsequent Eastman efforts, using the "case history" approach as a how-to sales tool for the retailers of business computers, software and peripherals. Product issues, marketing trends and merchandising aids are covered in-depth with every issue.

SOFTWARE MERCHANDISING, using the same editorial perspective found in COMPUTER MERCHANDISING deals directly with the evolving retail network for home computer software, computer books and accessories.

COMPUTER MERCHANDISING INTERNATIONAL, Eastman's third publication, covers the Western European retail computer market. Eastman's commitment to editorial coverage is reflected in three separate French, German and English editions.

Eastman Publishing, since its inception has created a publishing environment unique in the high technology retail market – where comprehensive and insightful editorial serves the true needs of the distribution network for high technology products.

Eastman Publishing ... shaping a market.



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Top Subscribing Circ.

1 Supermarket News	54,839
2 Drug Store News	34,368
3 Hardware Retailing	34,204
4 Gifts & Dec. Acc.	33,511
5 HFD	32,086
6 Chain Store Age G.M.E.	25,800
7 Discount Store News	22,435
8 National Jeweler	14,168
9 Drug Topics	2,540
10 Bldg. Supply&Hme.Ctrs.	0
11 Computer Mdsq.	0
12 Consumer Electronics	0
13 Natl. Home Ctr. News	0
14 Progressive Grocer	0
Total	253,951

Top Circ. Subscribing

1 Bldg. Supply&Hme.Ctrs.	n/a
2 Chain Store Age G.M.E.	ne
3 Computer Mdsq.	n/a
4 Consumer Electronics	n/a
5 Drug Topics	ne
6 Natl. Home Ctr. News	n/a
7 Progressive Grocer	n/a
8 Gifts & Dec. Acc.	-0.1
9 Discount Store News	-2.3
10 HFD	-2.5
11 Supermarket News	-3.6
12 Drug Store News	-4.9
13 Hardware Retailing	-6.4
14 National Jeweler	-8.6

Top Circ. Subscribing

1 Bldg. Supply&Hme.Ctrs.	n/a
2 Chain Store Age G.M.E.	ne
3 Computer Mdsq.	n/a
4 Consumer Electronics	n/a
5 Drug Topics	ne
6 Natl. Home Ctr. News	n/a
7 Progressive Grocer	n/a
8 Gifts & Dec. Acc.	-24
9 Discount Store News	-529
10 HFD	-806
11 National Jeweler	-1,336
12 Drug Store News	-1,788
13 Supermarket News	-2,038
14 Hardware Retailing	-2,348
Total	-8,869

n/a = not applicable
ne = not estimated

Medical Economics Company, Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1857
Published: 23x per year

Publisher: William J. Reynolds

Editorial Description: Drug Topics contains news, regular departments, opinion, and feature-length articles on subjects which concern the business of drugstore retailing and the profession of pharmacy. This includes coverage on health-care trends, drugs, new products suitable for drugstores, merchandising techniques, product category analyses, and legislation affecting drugstore operations.

Member: BPA, ABP

Primary SRDS Classification No. 36

Geyer-McAllister Publications, Inc.
51 Madison Avenue
New York, NY 10010
(212) 689-4411
Year founded: 1917
Published: Monthly

Publisher: Robert Chiara

Other key contacts: Lawrence Rotondi, National Sales Manager; Lawrence Rivkin, Midwest Sales Manager

Editorial Description: Gifts & Decorative Accessories is edited for buyers in stores featuring gifts, china & glass, lamps & home accessories, greeting cards & social stationery, etc. Regular features include How to Sell Articles, Know your Merchandise, Letter from Europe, Newsfront, Newsfront International, Business Outlook, and Merchandise Highlights, pictorially presented.

Member: ABC

Primary SRDS Classification No. 57

Hardware Retailing

National Retail Hardware Association
770 North High School Road
Indianapolis, IN 46224
(317) 248-1261
Year founded: 1901
Published: Monthly

Publisher: William G. Mashaw

Advertising Director: Thomas L. Delph, Associate Publisher

Other key contacts: Robert C. Vereen, Associate Publisher; John Hammond, Editor

Editorial Description: Hardware Retailing is edited as a source of marketing, merchandising and management information. Hardware Retailing provides interpretative analysis of local and national marketing trends, conducts original editorial research of product sales, distribution trends, operating data and state and federal legislation affecting the Hardware/Home Center industry. Regular monthly issues highlight seasonal merchandising opportunities. Special features include New Market Items, Dealer Helps, Merchandising Focus, Manufacturer News, Wholesaler News and Washington Outlook.

Member: ABC

Primary SRDS Classification No. 62

Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1931
Published: Weekly, on Monday

Publisher: David S. Branch

Other key contacts: Milton Astroff, Furniture; Robert Freeman, Electronics; Andrew Lucchesi, Housewares, Tabletop, Major Appliances; Eric Schneider, Textiles

Editorial Description: HFD covers the various segments of the home products industry. It is edited for executives of the larger volume related businesses. Editorial material covers furniture, bedding, decorative accessories, lamps, home electronics (television, audio, calculators, hi-fi),

major appliances, housewares, electric housewares, floor coverings, upholstery fabrics, curtains and draperies, domestics, bath shop, hardware/home improvement, tabletop and giftwares.

Member: ABC

Primary SRDS Classification No. 54

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1975
Published: 25x per year

Publisher: Arthur Anderman

Advertising Director: Ed Nessel

Editorial Description: National Home Center News is edited for those responsible for planning, merchandising, and operating chain and independent home centers, and home improvement departments in discount and general merchandise stores. Editorial is also directed to the wholesalers servicing these retail and contractor oriented outlets. Emphasis is placed on in-depth news reporting to executives responsible for the movement of goods to the ultimate consumer and contractor.

Member: ABC

Primary SRDS Classification No. 19

Gralla Publications
1515 Broadway
New York, NY 10036
(212) 869-1300
Year founded: 1906
Published: Twice monthly

Publisher: Milton Gralla

Editorial Description: National Jeweler is a news-oriented medium for jewelry retailers. Primary emphasis is on events, trends, problems, activities, people, companies, legislation, products, promotions and newsworthy matters affecting the business of jewelry retailers. Product categories within this interest range include jewelry, preci-

The Fastest Growing Supermarket Publication For The Last Four Years Did Not Make The Folio 400.

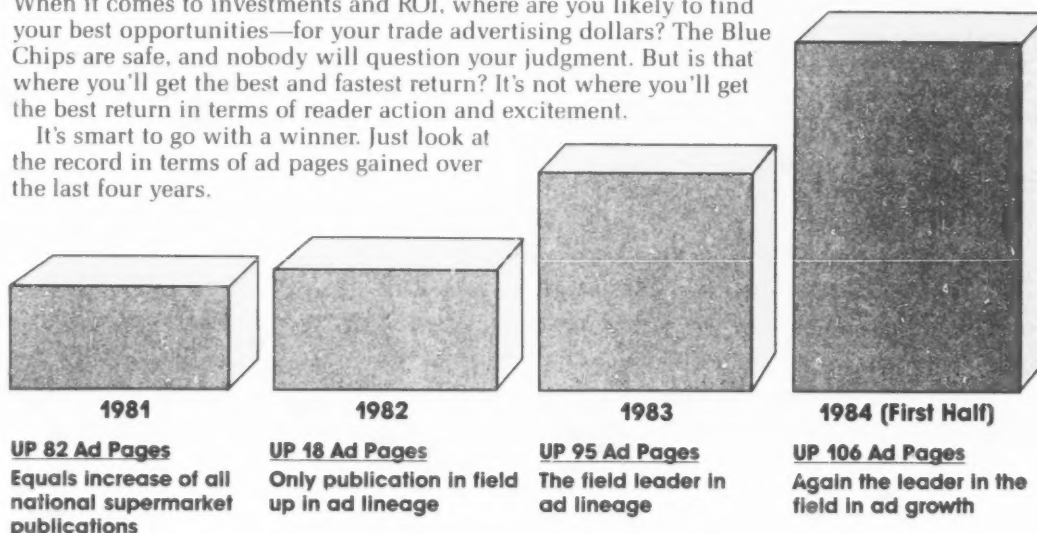
No, SUPERMARKET BUSINESS is not a "Folio 400" publication—yet.

Endevco, Emulex and Healthdyne aren't "Fortune 500" companies yet, either. But if in 1979 you had invested in any of these "INC. 100 Fastest Growing Publicly Owned Companies," your ROI would be orders of magnitude far greater than if you had made the typical "safe" Blue Chip buy:

- Endevco grew from \$211,000 in 1979 to \$92 million in 1983 ... or 43,670 percent.
- Emulex grew from \$259,000 to \$31 million ... or 11,874 percent.
- Healthdyne grew from \$1.2 million to \$134 million ... or 10,336 percent.

When it comes to investments and ROI, where are you likely to find your best opportunities—for your trade advertising dollars? The Blue Chips are safe, and nobody will question your judgment. But is that where you'll get the best and fastest return? It's not where you'll get the best return in terms of reader action and excitement.

It's smart to go with a winner. Just look at the record in terms of ad pages gained over the last four years.



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- The most comprehensive merchandising services in the field.

Every year is a new record for SUPERMARKET BUSINESS. If you haven't seen for yourself why SUPERMARKET BUSINESS is the ad growth leader year after year, call us for a copy before you plan your trade media schedule.

You'll discover, as hundreds of top companies already have, how hard we work for our reader ... and why we'll work so effectively for you.

SUPERMARKET BUSINESS Magazine

New York
212-354-5169

Chicago
312-583-1318

Los Angeles
818-783-5888

ous and semi-precious stones and pearls, watches, clocks, components, silverware, tableware, giftware, art, small appliances and varied specialties. Estimated break-downs include news and news-features (70%), new products and promotions (20%), other topics (10%).

Member: BPA

Primary SRDS Classification No. 74

McClean Hunter Media, Inc.
1311 Washington Boulevard
Stamford, CT 06902
(203) 325-3500
Year founded: 1922
Published: Monthly and special issues
Publisher: Edgar Walzer

Other key contacts: Richard K. Hofler, Vice President, Sales & Marketing

Editorial Description: Progressive Grocer contains original research and analysis of industry data; special product category reports; tracking of trade and consumer trends; human-interest features; retailer and wholesaler case histories; and review and commentary on developments—in products commerce and the government—as they affect the supermarket trade.

Member: BPA

Primary SRDS Classification No. 61

Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003

(212) 741-4343
Year founded: 1953
Published: Weekly

Publisher: Gene Marks

Advertising Director: Gene Marks

Other key contacts: Floyd Allred, Eastern Advertising Manager; William Zehr, Western Advertising Manager

Editorial Description: Supermarket News reports news that affects the supermarket industry. It is edited for chain, voluntary and cooperative supermarket executives, middle management, supermarket managers and owners. Weekly sections are: general news, financial news (including stock listings), promotion news, general merchandise/health and beauty aids, perishables, operations and news for store managers.

Member: ABC

Primary SRDS Classification No. 61

(continued from page 382)

(212) 262-8631
Year founded: 1903
Published: Monthly

Publisher: Frank Camastro

Other key contacts: Sal Gitto, Tom Jones, Ray

Moore, Robert H. Swenson, Regional Managers

Editorial Description: Motor is for the professional automobile and light-truck mechanic. The publication contains regular how-to articles on repair and preventive maintenance techniques. It also includes information on the products and equipment needed in the service business, as well as feature articles on management and merchan-

dising. Although the emphasis is technical, Motor offers its readers additional in-depth investigative reports on important aftermarket issues, as well as industry news and market trends.

Member: ABC

Primary SRDS Classification No. 6

(continued from page 420)

Problem-solution articles cover electrical systems, heating, ventilation, air conditioning, pumps, compressors, piping, valves, mechanical and fluid power transmission, materials handling, maintenance, construction, pollution control, safety, fire protection, employee facilities, lighting, instrumentation and controls, protective coatings, lubrication, fuels, tools and fastening, insulation, energy management, telecommunications, plant engineering management and organization, and computer and robotic systems. Special features: News Briefs; Human Side of En-

gineering; Suggestions and Solutions; Material Handling Roundup; New Equipment Reports; Manufacturer's Literature, Control Technology.

Member: BPA, ABC

Primary SRDS Classification No. 113B

Technical Publishing Company
1301 South Grove Avenue
Barrington, IL 60010
(312) 381-1840

Year founded: 1959
Published: 12x per year

Publisher: Tim Kelly

Advertising Director: Tim Kelly

Editorial Description: Research & Development is an interdisciplinary publication edited for scientists, engineers and administrators engaged in applied research and development. Its news stories and articles report on timely, significant and useful laboratory advances, instruments and techniques.

Member: BPA

Primary SRDS Classification No. 132A

WHERE TIME STANDS STILL AND THE MIND TRAVELS

"She may not believe in engagements but I think I'll give her a ring anyway."

"Next week I'm going to treat myself to a day at Elizabeth Arden."

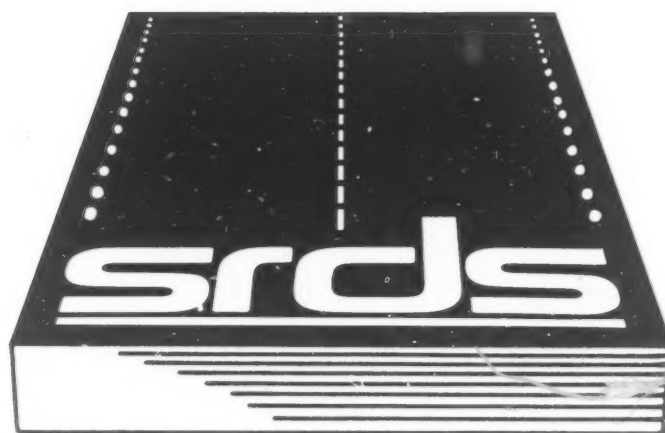
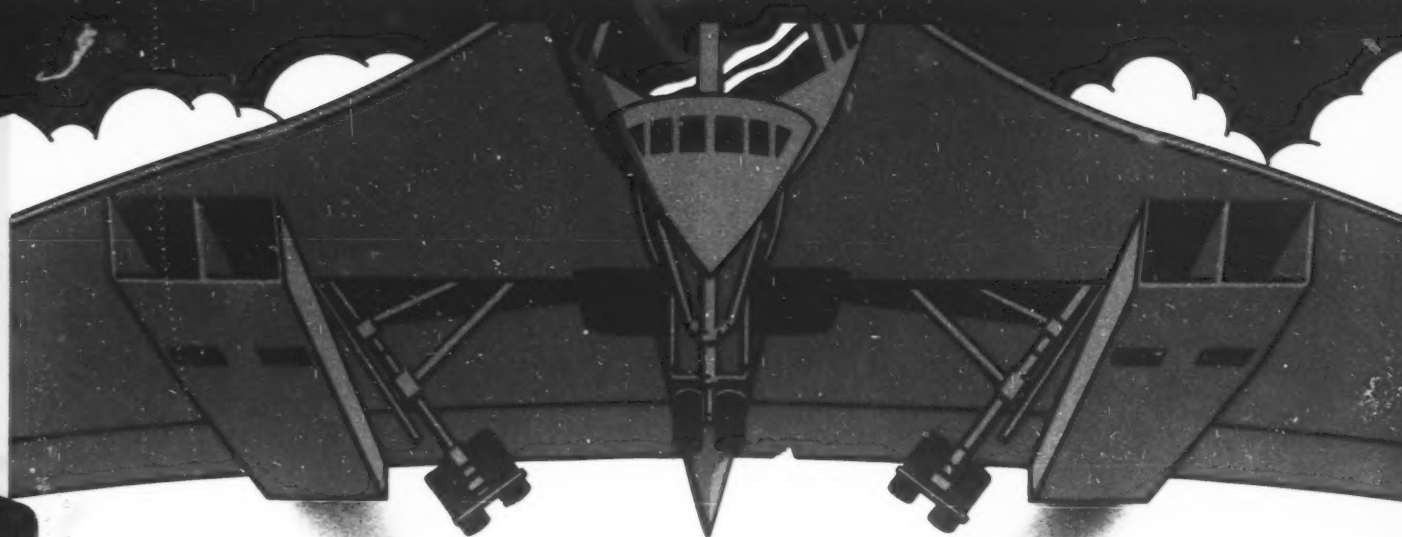
"We've both been traveling so much on business we owe ourselves a weekend in Florida."

Thoughtwaves in flight. They take off five miles high in the sky. In that rarified atmosphere where people can see things more clearly and come to conclusions more easily. Why they should do as much for themselves as they do for their jobs. Where a couple could meet to fit one long weekend into two very busy schedules. When one should succumb to a romantic impulse and rethink a pragmatic plan. Ideas and decisions converge inflight. Because flytime is freetime. The right time to communicate with today's time-pressed business men and women. In that special place above the clouds where they're open to suggestion and concentrated on the magazines that travel with them. East/West Network connects with today's high powered business travelers when they have a lot more than business on their minds.

EAST  WEST NETWORK

Publisher of the magazines that dominate the sky.

Aboard Eastern, United, Continental, Republic, PSA, Ozark, USAir, Pan Am, Western and Amtrak.



Magazine Travel Advertising Takes Off...With SRDS

And that's true of every consumer advertising category. Food. Liquor. Automobiles. Tobacco. Health and Beauty Aids. Fragrances. Sporting Goods. Home Computers. Financial Services. You name it.

Quite simply, Consumer Magazine Rates and Data is the starting point for media plans. It's the idea book decision makers rely on when they're selecting magazines for advertising campaigns.

That's one of the reasons nearly 200 consumer magazines advertise with SRDS.

And that's why your magazine advertising belongs with us, too.

The unique positioning opportunities available in SRDS let you target specific ad categories — like travel — for increased revenues. And the Travel Classification is just the beginning. We can help you with positioning strategies in line with your individual marketing plan.

Don't let another campaign take off without you! Launch a new SRDS program for your magazine today.

srds

Consumer Magazine Rates and Data

Magazine Index

ABA Journal, see American Bar Association Journal

Advertising Age, Crain Comm. Inc.

Folio:400 rank: 82
4th by Total Revenue (64)
6th by Ad Revenue (65)
15th by Subscription Revenue (66)
14th by Ad Pages (67)
9th by Net Chg. Ad Revenue (68)
16th by Net Chg. Ad Pages (69)
32nd by Average Sub. Circ. (72)
43rd by Net Chg. Avg. Sub. Circ. (73)
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Adweek, A/S/M Communications

Folio:400 rank: 144
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21st by Ad Revenue (65)
34th by Subscription Revenue (66)
48th by Ad Pages (67)
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18th by Net Chg. Ad Pages (69)
9th by Average Sub. Circ. (72)
Fastest Growing: Total Rev. (76)
Fastest Growing: Ad Revenue (77)
Fastest Growing: Sub. Rev. (78)
Fastest Growing: Ad Pages (79)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Marketing (96)

Air Conditioning, Heating,

Refrigeration News, Business News

Publishing Company
Folio:400 rank: 348
28th by Ad Pages (67)
35th by Net Chg. Ad Pages (69)
Market: Indust. Prod. & Design Eng. (95)

Air Force Times, Army Times

Publishing Company
Folio:400 rank: 177
35th by Ad Pages (3)
17th by Average Sub. Price (21)

American Artist, Billboard

Publications, Inc.
Folio:400 rank: 355

American Baby, American Baby, Inc.

Folio:400 rank: 212
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Women's Lifestyles & Ent. (60)
Market: Women's Service (61)

American Banker, American Banker, Inc.

Folio:400 rank: 139
21st by Total Revenue (64)
49th by Ad Revenue (65)
4th by Subscription Revenue (66)
38th by Ad Pages (67)
23rd by Net Chg. Ad Revenue (68)
15th by Net Chg. Ad Pages (69)
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19th by Net Chg. Avg. Sub. Circ. (73)
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Fastest Growing: Ad Pages (79)
Fastest Growing: Avg. Circ. (80)
Fastest Growing: Avg. Sub. Circ. (81)
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American Bar Association Journal,

American Bar Association
Folio:400 rank: 311
33rd by Subscription Revenue (66)
40th by Net Chg. Ad Revenue (68)
7th by Average Circulation (70)
11th by Net Chg. Avg. Circ. (71)
7th by Average Sub. Circ. (72)
5th by Net Chg. Avg. Sub. Circ. (73)
22nd by Avg. Edit. Pages/Copy (75)
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Fastest Growing: Ad Revenue (77)
Fastest Growing: Ad Pages (78)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Bus. & Consumer Svcs. (88)

American Family Physician, American

Academy of Family Physicians
Folio:400 rank: 285
43rd by Ad Pages (67)
48th by Net Chg. Ad Revenue (68)
43rd by Net Chg. Ad Pages (69)
40th by Average Circulation (70)
14th by Net Chg. Avg. Circ. (71)
8th by Ad Pages/Copy (74)

3rd by Avg. Edit. Pages/Copy (75)
Fastest Growing: Avg. Circ. (80)
Market: Medical (97)

American Health, American Health Partners

Folio:400 rank: 295
44th by Net Chg. Ad Pages (5)
16th by Net Chg. Avg. Circ. (9)
15th by Net Chg. Avg. Sub. Circ. (11)
35th by Net Chg. Avg. Newst. Circ. (13)
Fastest Growing: Total Rev. (24)
Fastest Growing: Ad Revenue (25)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Ad Pages (28)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Health & Fitness (43)
Market: Lifestyles (46)

American Journal of Nursing, American

Journal of Nursing Company
Folio:400 rank: 261
10th by Average Circulation (70)
8th by Average Sub. Circ. (72)
43rd by Avg. Edit. Pages/Copy (75)
Market: Nursing (99)

The American Legion Magazine, The

American Legion
Folio:400 rank: 211
25th by Average Circulation (8)
15th by Average Sub. Circ. (10)
35th by Total Annual Circ. (14)

American Machinist, McGraw-Hill

Publications Company
Folio:400 rank: 368
48th by Ad Pages/Copy (74)
38th by Avg. Edit. Pages/Copy (75)
Market: Metals (98)

American Medical News, American

Medical Association
Folio:400 rank: 245
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22nd by Net Chg. Ad Revenue (68)
38th by Net Chg. Ad Pages (69)
9th by Average Circulation (70)
14th by Average Sub. Circ. (72)

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Market: Medical	(97)				
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American Photographer, CBS Magazines		Folio:400 rank: 302		Folio:400 rank: 399	
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		12th by Average Circulation	(70)	Consumer Newcomers	(32)
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46th by Avg. Edit. Pages/Copy	(20)			Fastest Growing: Ad Revenue	(25)
Fastest Growing: Total Rev.	(21)	Architectural Digest, Knapp Communications Corporation		Fastest Growing: Ad Pages	(28)
Fastest Growing: Ad Revenue	(25)	Folio:400 rank: 41		Market: General Interest	(42)
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		22nd by Total Revenue (Monthlies)	(15)	18th by Net Chg. Ad Pages	(5)
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Folio:400 rank: 371		28th by Ad Revenue (Monthlies)	(17)	Fastest Growing: Ad Revenue	(25)
Fastest Growing: Total Rev.	(24)	22nd by Avg. Total Pages/Copy	(18)	Fastest Growing: Ad Pages	(28)
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Fastest Growing: Ad Pages	(28)	12th by Average Sub. Price	(21)		
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Market: Lifestyles	(46)	Market: Home Service	(44)	Folio:400 rank: 270	
				42nd by Avg. Edit. Pages/Copy	(20)
AMM - American Metal Market/ Metalworking News, Fairchild Publications, Inc.		Architectural Record, McGraw-Hill Publications Company		Fastest Growing: Ad Revenue	(25)
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		33rd by Average Sub. Circ.	(72)	29th by Total Revenue	(64)
Annals of Internal Medicine, American College Physicians		26th by Net Chg. Avg. Sub. Circ.	(73)	36th by Ad Revenue	(65)
Folio:400 rank: 249		45th by Ad Pages/Copy	(74)	24th by Subscription Revenue	(66)
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				Folio:400 rank: 265	

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Fastest Growing: Total Rev.	(24)	Better Homes and Gardens,		3rd by Ad Pages	(67)
Fastest Growing: Ad Revenue	(25)	Meredith Corporation		24th by Net Chg. Ad Pages	(69)
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5th by Total Revenue	(64)	7th by Average Circulation	(8)	Fastest Growing: Avg. Sub. Circ.	(81)
11th by Ad Revenue	(65)	5th by Average Sub. Circ.	(10)		
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Financial Weekly, Dow Jones & Co.		Billboard, Billboard Pubs., Inc.		26th by Avg. Total Pages/Copy	(18)
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48th by Newsstand Revenue	(7)	11th by Subscription Revenue	(66)	Market: City & Regional	(39)
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		Market: Business & Financial	(38)	Folio:400 rank: 81	
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Publications		see Country Journal		27th by Net Chg. Ad Pages	(5)
Folio:400 rank: 255		The Blood-Horse, Thoroughbred		43rd by Avg. Newsstand Circ.	(12)
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Business Insurance, Crain Communications Inc.
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Business Week, McGraw-Hill Publications Company
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Fastest Growing: Avg. Newst. Circ.	(31)
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Computer Decisions, Hayden Publishing Company, Inc.	
Folio:400 rank: 218	
46th by Total Revenue	(64)
37th by Ad Revenue	(65)
19th by Net Chg. Ad Revenue	(68)

(numbers in parentheses refer to sections)

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19th by Net Chg. Ad Pages (69)
 34th by Average Circulation (70)
 4th by Net Chg. Avg. Circ. (71)
 28th by Ad Pages/Copy (74)
 19th by Avg. Edit. Pages/Copy (75)
 Fastest Growing: Ad Revenue (77)
 Fastest Growing: Ad Pages (79)
 Fastest Growing: Avg. Circ. (80)
 Market: Data Processing (90)

Computer Design, PennWell Publ. Co.

Folio:400 rank: 216
 45th by Total Revenue (64)
 39th by Ad Revenue (65)
 44th by Ad Pages (67)
 32nd by Net Chg. Ad Revenue (68)
 32nd by Net Chg. Ad Pages (69)
 12th by Net Chg. Avg. Circ. (71)
 31st by Net Chg. Avg. Sub. Circ. (73)
 17th by Ad Pages/Copy (74)
 23rd by Avg. Edit. Pages/Copy (75)
 Fastest Growing: Total Rev. (76)
 Fastest Growing: Avg. Circ. (80)
 Fastest Growing: Avg. Sub. Circ. (81)
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 Market: Electronics (92)

Computer Merchandising, Eastman Publishing Company, Inc.

Folio:400 rank: 394
 49th by Ad Pages (67)
 10th by Ad Pages/Copy (74)
 24th by Avg. Edit. Pages/Copy (75)
 Business Newcomers (82)
 Market: Retail Management (101)

Computer Systems News, CMP Publications, Inc.

Folio:400 rank: 219
 47th by Total Revenue (64)
 38th by Ad Revenue (65)
 42nd by Ad Pages (67)
 6th by Net Chg. Ad Revenue (68)
 7th by Net Chg. Ad Pages (69)
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 Fastest Growing: Ad Revenue (77)
 Fastest Growing: Ad Pages (79)

Fastest Growing: Avg. Circ. (80)
 Market: Data Processing (90)

Computers & Electronics, Ziff-Davis Publishing Company

Folio:400 rank: 143
 40th by Net Chg. Avg. Circ. (9)
 48th by Net Chg. Avg. Sub. Circ. (11)
 29th by Net Chg. Avg. Newst. Circ. (13)
 Fastest Growing: Total Rev. (24)
 Fastest Growing: Sub. Rev. (26)
 Fastest Growing: Newsstand Rev. (27)
 Fastest Growing: Avg. Newst. Circ. (31)
 Market: Computing (40)

Computervorld, CW Communications/Inc.

Folio:400 rank: 40
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 6th by Subscription Revenue (66)
 5th by Ad Pages (67)
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 1st by Net Chg. Ad Pages (69)
 44th by Average Circulation (70)
 27th by Net Chg. Avg. Circ. (71)
 26th by Average Sub. Circ. (72)
 10th by Net Chg. Avg. Sub. Circ. (73)
 Fastest Growing: Total Rev. (76)
 Fastest Growing: Ad Revenue (77)
 Fastest Growing: Sub. Rev. (78)
 Fastest Growing: Ad Pages (79)
 Fastest Growing: Avg. Sub. Circ. (81)
 Market: Data Processing (90)

Consultant, Cliggott Publishing Co.

Folio:400 rank: 298
 45th by Average Circulation (70)
 43rd by Net Chg. Avg. Circ. (71)
 20th by Ad Pages/Copy (74)
 25th by Avg. Edit. Pages/Copy (75)
 Market: Medical (97)

Consumer Electronics, CES Publishing Corporation

Folio:400 rank: 383
 46th by Avg. Edit. Pages/Copy (75)
 Business Newcomers (82)
 Market: Retail Management (101)

Consumer Reports, Consumers Union

Folio:400 rank: 50
 14th by Subscription Revenue (6)
 22nd by Average Circulation (8)
 13th by Average Sub. Circ. (10)
 33rd by Total Annual Circ. (14)
 Market: Personal Finance & Mgmt. (53)

Consumers Digest, Consumers Digest, Inc.

Folio:400 rank: 233
 30th by Net Chg. Avg. Circ. (9)
 48th by Average Sub. Circ. (10)
 25th by Net Chg. Avg. Sub. Circ. (11)
 Fastest Growing: Ad Revenue (25)
 Fastest Growing: Ad Pages (28)
 Fastest Growing: Avg. Circ. (29)
 Fastest Growing: Avg. Sub. Circ. (30)
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Control Engineering, Technical Publishing Corporation

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 35th by Net Chg. Avg. Sub. Circ. (73)
 46th by Ad Pages/Copy (74)
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 Fastest Growing: Sub. Rev. (78)
 Fastest Growing: Avg. Sub. Circ. (81)
 Market: Electronics (92)
 Market: Indust. Prod. & Design Eng. (95)

Cosmopolitan, Hearst Magazines

Folio:400 rank: 18
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 18th by Ad Pages (3)
 13th by Net Chg. Ad Revenue (4)
 29th by Net Chg. Ad Pages (5)
 9th by Newsstand Revenue (7)
 21st by Average Circulation (8)
 18th by Net Chg. Avg. Circ. (9)
 45th by Net Chg. Avg. Sub. Circ. (11)
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 8th by Avg. Total Pages/Copy (18)
 7th by Avg. Ad Pages/Copy (19)
 15th by Avg. Edit. Pages/Copy (20)

(numbers in parentheses refer to sections)

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Fastest Growing: Ad Pages	(28)
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Communications Inc.	
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Creative Ideas for Living (formerly	
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20th by Ad Pages	(67)
10th by Net Chg. Ad Revenue	(68)
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Folio:400 rank: 280	
16th by Net Chg. Ad Revenue	(68)
8th by Net Chg. Ad Pages	(69)
30th by Net Chg. Avg. Circ.	(71)
8th by Average Sub. Circ.	(72)
30th by Ad Pages/Copy	(74)
14th by Avg. Edit. Pages/Copy	(75)
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Fastest Growing: Ad Revenue	(77)
Fastest Growing: Sub. Rev.	(78)
Fastest Growing: Ad Pages	(79)
Fastest Growing: Avg. Circ.	(80)
Fastest Growing: Avg. Sub. Circ.	(81)
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13th by Net Chg. Ad Revenue	(68)
20th by Net Chg. Ad Pages	(69)
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4th by Ad Pages/Copy	(74)
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Delta Sky, Halsey Publishing Company	
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Dial, Public Broadcasting Communications, Inc.	
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Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)
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44th by Net Chg. Avg. Sub. Circ.	(73)
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Fastest Growing: Ad Revenue	(77)
Fastest Growing: Avg. Sub. Circ.	(81)
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Discover, Time Inc.	
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48th by Net Chg. Avg. Circ.	(9)
39th by Net Chg. Avg. Sub. Circ.	(11)
46th by Total Revenue (Monthlies)	(15)
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27th by Net Chg. Ad Revenue	(68)
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25th by Average Circulation	(70)
15th by Ad Pages/Copy	(74)
4th by Avg. Edit. Pages/Copy	(75)

Fastest Growing: Ad Pages	(79)
Market: Medical	(97)
Drug Store News, Lebharr-Friedman, Inc.	
Folio:400 rank: 378	
Fastest Growing: Sub. Rev.	(78)
Market: Retail Management	(101)
Drug Therapy (Office), Biomedical Information Corporation	
Folio:400 rank: 372	
41st by Net Chg. Ad Pages	(69)
33rd by Average Circulation	(70)
23rd by Ad Pages/Copy	(74)
10th by Avg. Edit. Pages/Copy	(75)
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33rd by Net Chg. Avg. Circ.	(71)
14th by Net Chg. Avg. Sub. Circ.	(73)
Fastest Growing: Avg. Circ.	(80)
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31st by Average Sub. Price	(21)
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Market: Business & Financial	(38)
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Eastern Review, East/West Network, Inc.	
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Fastest Growing: Total Rev.	(24)
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Ad Pages	(28)
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(numbers in parentheses refer to sections)

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Easyriders, Paisano Publications, Inc.
 Folio:400 rank: 183
 44th by Newsstand Revenue (7)
 37th by Avg. Newsstand Circ. (12)
 46th by Annual Newsstand Sales (22)
 39th by Retailer/Newsstand Profit (23)
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Ebony, Johnson Publishing Co., Inc.
 Folio:400 rank: 37
 33rd by Ad Revenue (2)
 26th by Net Chg. Ad Revenue (4)
 30th by Subscription Revenue (6)
 39th by Average Circulation (8)
 4th by Net Chg. Avg. Circ. (9)
 33rd by Average Sub. Circ. (10)
 3rd by Net Chg. Avg. Sub. Circ. (11)
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The Economist, The Economist Newspaper Ltd.
 Folio:400 rank: 185
 1st by Average Sub. Price (21)
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EDN, Cahners Publishing Company
 Folio:400 rank: 102
 11th by Total Revenue (64)
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 2nd by Net Chg. Ad Pages (69)
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 44th by Net Chg. Avg. Circ. (71)
 7th by Ad Pages/Copy (74)
 Fastest Growing: Total Rev. (76)

Fastest Growing: Ad Revenue (77)
 Fastest Growing: Ad Pages (79)
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80 Micro, CW Communications/
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 Folio:400 rank: 271
 21st by Ad Pages (3)
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 Fastest Growing: Avg. Newst. Circ. (31)
 Market: Computing (40)

EC&M, McGraw-Hill Publications Company
 Folio:400 rank: 279
 41st by Subscription Revenue (66)
 34th by Average Sub. Circ. (72)
 32nd by Net Chg. Avg. Sub. Circ. (73)
 Fastest Growing: Sub. Rev. (78)
 Market: Indust. Prod. & Design Eng. (95)

Electronic Business, Cahners Publishing Company
 Folio:400 rank: 395
 44th by Ad Pages/Copy (74)
 Business Newcomers (82)
 Market: Data Processing (90)
 Market: Electronics (92)

Electronic Buyers' News, CMP Publications, Inc.
 Folio:400 rank: 205
 43rd by Total Revenue (64)
 33rd by Ad Revenue (65)
 22nd by Ad Pages (67)
 20th by Net Chg. Ad Revenue (68)
 26th by Net Chg. Ad Pages (69)
 31st by Net Chg. Avg. Circ. (71)
 Fastest Growing: Avg. Circ. (80)
 Market: Electronics (92)

Electronic Design, Hayden Publishing Company, Inc.

Folio:400 rank: 90
 6th by Total Revenue (64)
 3rd by Ad Revenue (65)
 6th by Ad Pages (67)
 3rd by Net Chg. Ad Revenue (68)
 4th by Net Chg. Ad Pages (69)
 25th by Net Chg. Avg. Circ. (71)
 3rd by Average Sub. Circ. (72)
 8th by Avg. Edit. Pages/Copy (75)
 Fastest Growing: Total Rev. (76)
 Fastest Growing: Ad Revenue (77)
 Fastest Growing: Avg. Circ. (80)
 Market: Electronics (92)

Electronic Engineering Times, CMP Publications, Inc.
 Folio:400 rank: 174
 33rd by Total Revenue (64)
 24th by Ad Revenue (65)
 26th by Ad Pages (67)
 18th by Net Chg. Ad Revenue (68)
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 50th by Ad Pages/Copy (74)
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 Fastest Growing: Ad Pages (79)
 Market: Electronics (92)

Electronic News, Fairchild Publications, Inc.
 Folio:400 rank: 107
 12th by Total Revenue (64)
 10th by Ad Revenue (65)
 29th by Subscription Revenue (66)
 8th by Ad Pages (67)
 5th by Net Chg. Ad Revenue (68)
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 38th by Average Sub. Circ. (72)
 39th by Net Chg. Avg. Sub. Circ. (73)
 Fastest Growing: Total Rev. (76)
 Fastest Growing: Ad Revenue (77)
 Fastest Growing: Sub. Rev. (78)
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Electronic Products, Hearst Business Communications, Inc.
 Folio:400 rank: 346
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Electronics, McGraw-Hill Publications Company		Esquire, Esquire Associates		Folio:400 rank: 112	
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Fastest Growing: Avg. Sub. Circ.	(81)	Fastest Growing: Newsstand Rev.	(27)	3rd by Total Annual Circ.	(14)
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38th by Average Circulation	(70)	Market: General Interest	(42)	5th by Ad Revenue	(65)
13th by Net Chg. Avg. Circ.	(71)	Market: Men's Lifestyles	(49)	2nd by Subscription Revenue	(66)
35th by Ad Pages/Copy	(74)	Essence, Essence Communications, Inc.		1st by Average Circulation	(70)
32nd by Avg. Edit. Pages/Copy	(75)	Folio:400 rank: 105		1st by Average Sub. Circ.	(72)
Fastest Growing: Avg. Circ.	(80)	37th by Net Chg. Avg. Newst. Circ.	(13)	The Farmer, The Webb Company	
Market: Medical	(97)	Market: Black	(36)	Folio:400 rank: 258	
Endless Vacation, Endless Vacation Publications, Inc.		Market: Women's Lifestyles & Ent.	(60)	31st by Average Circulation	(70)
Folio:400 rank: 146		Family Circle, The Family Circle, Inc.		22nd by Average Sub. Circ.	(72)
38th by Subscription Revenue	(6)	Folio:400 rank: 7		Field & Stream, CBS Magazines	
3rd by Average Sub. Price	(21)	9th by Ad Revenue	(2)	Folio:400 rank: 39	
Consumer Newcomers	(32)	32nd by Ad Pages	(3)	30th by Ad Revenue	(2)
Market: Travel	(57)	14th by Net Chg. Ad Revenue	(4)	33rd by Subscription Revenue	(6)
Engineering News-Record, McGraw-Hill Publications Company		50th by Net Chg. Ad Pages	(5)	31st by Average Circulation	(8)
Folio:400 rank: 142		6th by Newsstand Revenue	(7)	23rd by Average Sub. Circ.	(10)
22nd by Total Revenue	(64)	8th by Average Circulation	(8)	41st by Total Annual Circ.	(14)
		32nd by Net Chg. Avg. Sub. Circ.	(11)	21st by Total Revenue (Monthlies)	(15)
		2nd by Avg. Newsstand Circ.	(12)	14th by Ad Revenue (Monthlies)	(17)
		12th by Total Annual Circ.	(14)	Fastest Growing: Ad Pages	(28)
		49th by Avg. Total Pages/Copy	(18)	Market: Outdoor	(52)
		4th by Annual Newsstand Sales	(22)		

(numbers in parentheses refer to sections)

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50 Plus, Retirement Living Publishing Company, Inc.	
Folio:400 rank: 336	
Fastest Growing: Total Rev.	(24)
Market: Maturity	(47)
Financial World, Financial World Partners	
Folio:400 rank: 363	
35th by Average Sub. Price	(21)
Market: Affluence	(34)
Market: Business & Financial	(38)
Fleet Owner/Big Fleet Edition, McGraw-Hill Publications Company	
Folio:400 rank: 316	
40th by Avg. Edit. Pages/Copy	(75)
Market: Automotive (Bus.)	(87)
Flower & Garden, Modern Handcraft, Inc.	
Folio:400 rank: 398	
Market: Home Service	(44)
Flying, Ziff-Davis Publishing Company	
Folio:400 rank: 178	
34th by Total Revenue	(64)
14th by Subscription Revenue	(66)
8th by Average Circulation	(70)
12th by Average Sub. Circ.	(72)
Market: Aerospace & Aviation	(84)
Food & Wine, The Guide to Good Taste, The International Review of Food & Wine Associates	
Folio:400 rank: 165	
19th by Net Chg. Avg. Circ.	(9)
17th by Net Chg. Avg. Sub. Circ.	(11)
43rd by Net Chg. Avg. Newst. Circ.	(13)
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Fastest Growing: Ad Revenue	(25)
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Market: Affluence	(34)
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Forbes, Forbes, Inc.	
Folio:400 rank: 23	
17th by Ad Revenue	(2)

9th by Ad Pages	(3)
7th by Net Chg. Ad Revenue	(4)
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Fortune, Time Inc.	
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Fastest Growing: Ad Pages	(28)
Market: Affluence	(34)
Market: Business & Financial	(38)
Forum, Penthouse International, Ltd.	
Folio:400 rank: 188	
36th by Newsstand Revenue	(7)
30th by Avg. Newsstand Circ.	(12)
39th by Annual Newsstand Sales	(22)
32nd by Retailer/Newsstand Profit	(23)
Market: Men's Entertainment	(48)
4 Wheel & Off-Road, Petersen Publishing Company	
Folio:400 rank: 289	
23rd by Net Chg. Ad Pages	(5)
21st by Net Chg. Avg. Newst. Circ.	(13)
Fastest Growing: Total Rev.	(24)
Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Ad Pages	(28)
Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: Automotive (Cons.)	(35)

Frequent Flyer, Official Airline Guides, Inc.	
Folio:400 rank: 136	
36th by Net Chg. Ad Pages	(5)
49th by Subscription Revenue	(6)
46th by Net Chg. Avg. Sub. Circ.	(11)
7th by Average Sub. Price	(21)
Fastest Growing: Total Rev.	(24)
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Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Ad Pages	(28)
Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)
Market: Affluence	(34)
Market: Business & Financial	(38)
Gallery, Montcalm Publishing Corp.	
Folio:400 rank: 104	
18th by Newsstand Revenue	(7)
28th by Avg. Newsstand Circ.	(12)
42nd by Net Chg. Avg. Newst. Circ.	(13)
36th by Annual Newsstand Sales	(22)
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Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: Men's Entertainment	(48)
Games, Playboy Enterprises, Inc.	
Folio:400 rank: 151	
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Fastest Growing: Ad Revenue	(25)
Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Ad Pages	(28)
Genesis, Cycle Guide Publications, Inc.	
Folio:400 rank: 194	
35th by Newsstand Revenue	(7)
47th by Avg. Newsstand Circ.	(12)
44th by Avg. Edit. Pages/Copy	(20)
26th by Average Sub. Price	(21)
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Gentlemen's Quarterly, The Conde Nast Publications Inc.	
Folio:400 rank: 68	
36th by Net Chg. Ad Revenue	(4)

(numbers in parentheses refer to sections)



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Fastest Growing: Ad Revenue	(25)
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Market: General Interest	(42)
Gifts & Decorative Accessories, Geyer	
McAllister Publications, Inc.	
Folio:400 rank: 315	
41st by Ad Pages	(67)
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36th by Net Chg. Avg. Sub. Circ.	(73)
6th by Ad Pages/Copy	(74)
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Glamour, The Conde Nast	
Publications Inc.	
Folio:400 rank: 25	
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34th by Net Chg. Ad Pages	(5)
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12th by Avg. Newsstand Circ.	(12)
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Fastest Growing: Avg. Newst. Circ.	(31)
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Globe, Globe International Inc.	
Folio:400 rank: 34	
10th by Newsstand Revenue	(7)
33rd by Average Circulation	(8)
9th by Avg. Newsstand Circ.	(12)
15th by Total Annual Circ.	(14)
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Fastest Growing: Newsstand Rev.	(27)
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Golf Digest, Golf Digest/Tennis, Inc.	
Folio:400 rank: 46	
35th by Ad Revenue	(2)
25th by Net Chg. Ad Revenue	(4)
25th by Net Chg. Ad Pages	(5)
44th by Subscription Revenue	(6)
27th by Net Chg. Avg. Circ.	(9)
45th by Average Sub. Circ.	(10)
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Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Ad Pages	(28)
Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)
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Golf Magazine, Times Mirror	
Magazines, Inc.	
Folio:400 rank: 92	

48th by Ad Revenue (Monthlies)	(17)
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Good Housekeeping, Hearst Magazines	
Folio:400 rank: 8	
8th by Ad Revenue	(2)
23rd by Ad Pages	(3)
9th by Net Chg. Ad Revenue	(4)
12th by Subscription Revenue	(6)
12th by Newsstand Revenue	(7)
11th by Average Circulation	(8)
10th by Average Sub. Circ.	(10)
8th by Avg. Newsstand Circ.	(12)
12th by Net Chg. Avg. Newst. Circ.	(13)
20th by Total Annual Circ.	(14)
2nd by Total Revenue (Monthlies)	(15)
8th by Ad Pages (Monthlies)	(16)
1st by Ad Revenue (Monthlies)	(17)
12th by Avg. Total Pages/Copy	(18)
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15th by Avg. Edit. Pages/Copy	(20)
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8th by Retailer/Newsstand Profit	(23)
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Fastest Growing: Avg. Newst. Circ.	(31)
Market: Women's Service	(61)
Gourmet, The Conde Nast Pubs. Inc.	
Folio:400 rank: 89	
47th by Avg. Edit. Pages/Copy	(20)
Market: Affluence	(34)
Market: Culinary	(41)
Graphic Arts Monthly, Technical	
Publishing Corporation	
Folio:400 rank: 324	
42nd by Net Chg. Avg. Circ.	(71)
31st by Ad Pages/Copy	(74)
Grit, Grit Publishing Company	
Folio:400 rank: 123	
50th by Newsstand Revenue	(7)
27th by Net Chg. Avg. Sub. Circ.	(11)
31st by Total Annual Circ.	(14)
22nd by Annual Newsstand Sales	(22)
Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Avg. Sub. Circ.	(30)
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Guideposts, Guideposts Associates, Inc.

Folio:400 rank: 88	
22nd by Subscription Revenue	(8)
16th by Average Circulation	(8)
3rd by Net Chg. Avg. Circ.	(9)
9th by Average Sub. Circ.	(10)
2nd by Net Chg. Avg. Sub. Circ.	(11)
24th by Total Annual Circ.	(14)
Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)

Guns & Ammo, Petersen Publishing Co.

Folio:400 rank: 187	
Market: Outdoor	(52)

Hadassah Magazine, Hadassah - The

Women's Zionist Organization of America, Inc.	
Folio:400 rank: 304	

Hardware Retailing, National Retail

Hardware Association	
Folio:400 rank: 358	
39th by Net Chg. Avg. Circ.	(71)
34th by Ad Pages/Copy	(74)
41st by Avg. Edit. Pages/Copy	(75)
Fastest Growing: Avg. Circ.	(80)
Market: Retail Management	(101)

Harper's Bazaar, Hearst Magazines

Folio:400 rank: 56	
47th by Ad Revenue	(2)
47th by Ad Pages	(3)
31st by Net Chg. Ad Revenue	(4)
28th by Net Chg. Ad Pages	(5)
40th by Newsstand Revenue	(7)
32nd by Avg. Newsstand Circ.	(12)
32nd by Total Revenue (Monthlies)	(15)
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30th by Ad Revenue (Monthlies)	(17)
30th by Avg. Total Pages/Copy	(18)
40th by Avg. Edit. Pages/Copy	(20)
41st by Annual Newsstand Sales	(22)
36th by Retailer/Newsstand Profit	(23)
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Ad Pages	(28)
Market: Women's Fashion	(58)

Harvard Business Review, Harvard

Graduate School of Business Administration	
Folio:400 rank: 222	
32nd by Avg. Total Pages/Copy	(18)
10th by Avg. Edit. Pages/Copy	(20)
25th by Average Sub. Price	(21)
Fastest Growing: Ad Pages	(28)
Market: Affluence	(34)
Market: Business & Financial	(38)

Health, Family Media, Inc.

Folio:400 rank: 159	
49th by Average Sub. Circ.	(10)
Market: Health & Fitness	(43)

Heavy Duty Trucking, Newport

Publications	
Folio:400 rank: 349	
Market: Automotive (Bus.)	(87)

Heavy Metal, HM Communications, Inc.

Folio:400 rank: 375	
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HFD - The Weekly Home Furnishings

Newspaper, Fairchild Publications	
Folio:400 rank: 163	
26th by Total Revenue	(64)
26th by Ad Revenue	(65)
18th by Ad Pages	(67)
15th by Net Chg. Ad Revenue	(68)
37th by Net Chg. Ad Pages	(69)
47th by Net Chg. Avg. Sub. Circ.	(73)
Fastest Growing: Total Rev.	(76)
Fastest Growing: Ad Revenue	(77)
Market: Retail Management	(101)

High Fidelity, ABC Leisure Magazines, Inc.

Folio:400 rank: 208	
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The High Plains Journal, High Plains

Publishers, Inc.	
Folio:400 rank: 333	
45th by Subscription Revenue	(66)
1st by Ad Pages	(67)
45th by Average Sub. Circ.	(72)
49th by Net Chg. Avg. Sub. Circ.	(73)
2nd by Ad Pages/Copy	(74)
15th by Avg. Edit. Pages/Copy	(75)

High Society, Drake Publishers, Inc.

Folio:400 rank: 135	
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25th by Newsstand Revenue	(7)
34th by Avg. Newsstand Circ.	(12)
42nd by Annual Newsstand Sales	(22)
22nd by Retailer/Newsstand Profit	(23)
Market: Men's Entertainment	(48)

High Technology, High Technology

Publishing Corporation	
Folio:400 rank: 238	
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Ad Pages	(28)
Market: Business & Financial	(38)
Market: Affluence	(34)

Highlights for Children, Highlights

for Children, Inc.	
Folio:400 rank: 78	
19th by Subscription Revenue	(6)
45th by Average Circulation	(8)
7th by Net Chg. Avg. Circ.	(9)
28th by Average Sub. Circ.	(10)
6th by Net Chg. Avg. Sub. Circ.	(11)
Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)
Market: Youth & Teen	(62)

Hoard's Dairyman, W.D. Hoard & Sons

Company	
Folio:400 rank: 251	
44th by Subscription Revenue	(66)
19th by Average Circulation	(70)
17th by Average Sub. Circ.	(72)

Home, Knapp Communications

Corporation	
Folio:400 rank: 199	
33rd by Net Chg. Ad Pages	(5)
27th by Net Chg. Avg. Newst. Circ.	(13)
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Ad Pages	(28)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: Home Service	(44)

Home Furnishings Daily, see HFD

Hospital Practice, HP Publishing Co.

Folio:400 rank: 269	
21st by Average Circulation	(70)

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18th by Ad Pages/Copy (74)
6th by Avg. Edit. Pages/Copy (75)
Market: Medical (97)

Hospitals, American Hospital Publishing, Inc.
Folio:400 rank: 334
39th by Net Chg. Ad Pages (69)
37th by Net Chg. Avg. Sub. Circ. (73)
Fastest Growing: Sub. Rev. (78)
Fastest Growing: Ad Pages (79)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Medical (97)

Hot Rod, Petersen Publishing Co.
Folio:400 rank: 101
45th by Avg. Newsstand Circ. (12)
50th by Retailer/Newsstand Profit (23)
Market: Automotive (Cons.) (35)

House & Garden, The Conde Nast Publications Inc.
Folio:400 rank: 73
41st by Subscription Revenue (6)
45th by Total Revenue (Monthlies) (15)
36th by Avg. Total Pages/Copy (18)
20th by Avg. Edit. Pages/Copy (20)
41st by Average Sub. Price (21)
Fastest Growing: Sub. Rev. (26)
Market: Home Service (44)

House Beautiful, Hearst Magazines
Folio:400 rank: 61
44th by Net Chg. Ad Revenue (4)
45th by Net Chg. Ad Pages (5)
37th by Total Revenue (Monthlies) (15)
50th by Ad Pages (Monthlies) (16)
34th by Ad Revenue (Monthlies) (17)
Fastest Growing: Newsstand Rev. (27)
Market: Home Service (44)

Houston Home & Garden, Metro Home & Garden Magazines
Folio:400 rank: 323
39th by Ad Pages (Monthlies) (16)
Market: Home Service (44)
Market: City & Regional (39)

Hustler, Hustler Magazine, Inc.
Folio:400 rank: 44
11th by Newsstand Revenue (7)

13th by Avg. Newsstand Circ. (12)
24th by Total Revenue (Monthlies) (15)
16th by Average Sub. Price (21)
16th by Annual Newsstand Sales (22)
7th by Retailer/Newsstand Profit (23)
Fastest Growing: Avg. Newst. Circ. (31)
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Hydrocarbon Processing, Gulf Publishing Company
Folio:400 rank: 400
42nd by Net Chg. Avg. Sub. Circ. (73)
38th by Ad Pages/Copy (74)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Chemicals (89)
Market: Petroleum (100)

inc., Inc., Publishing Corporation
Folio:400 rank: 62
43rd by Ad Revenue (2)
23rd by Net Chg. Ad Revenue (4)
14th by Net Chg. Ad Pages (5)
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Fastest Growing: Avg. Sub. Circ. (30)
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Industrial Equipment News, Thomas Publishing Company
Folio:400 rank: 236
42nd by Ad Revenue (65)
18th by Average Circulation (70)
19th by Net Chg. Avg. Circ. (71)
Market: Electronics (92)
Market: Indust. Prod. & Design Eng. (95)

Industrial Research & Development, see Research & Development

Industry Week, Penton/IPC, Inc.
Folio:400 rank: 145
Market: Business & Financial (38)

Information Systems News, CMP Publications, Inc.
Folio:400 rank: 337
39th by Net Chg. Ad Revenue (68)
Fastest Growing: Total Rev. (76)
Fastest Growing: Ad Revenue (77)
Market: Data Processing (90)

Infosystems, Hitchcock Publishing Co.
Folio:400 rank: 361
39th by Average Circulation (70)
15th by Net Chg. Avg. Circ. (71)
Fastest Growing: Avg. Circ. (80)
Market: Data Processing (90)

InfoWorld, Popular Computing, Inc.
Folio:400 rank: 203
15th by Ad Pages (3)
45th by Net Chg. Ad Revenue (4)
5th by Net Chg. Ad Pages (5)
32nd by Average Sub. Price (21)
Fastest Growing: Total Rev. (24)
Fastest Growing: Ad Revenue (25)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Ad Pages (28)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Computing (40)

Institutional Distribution, Bill Communications, Inc.
Folio:400 rank: 344
38th by Net Chg. Avg. Circ. (71)
47th by Ad Pages/Copy (74)
Fastest Growing: Avg. Circ. (80)
Market: Food Service (94)

Institutional Investor, Institutional Investor, Inc.
Folio:400 rank: 100
10th by Total Revenue (64)
9th by Ad Revenue (65)
47th by Subscription Revenue (66)
7th by Net Chg. Ad Revenue (68)
6th by Net Chg. Avg. Circ. (71)

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26th by Avg. Edit. Pages/Copy	(75)
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Fastest Growing: Avg. Sub. Circ.	(81)
Market: Finance & Investing	(93)

Instructor, Harcourt Brace Jovanovich Publications, Inc.

Folio:400 rank: 276	
18th by Subscription Revenue	(66)
14th by Average Circulation	(70)
11th by Average Sub. Circ.	(72)
Market: Education	(91)

Interface Age, McPheters, Wolfe & Jones

Folio:400 rank: 364	
20th by Avg. Edit. Pages/Copy	(75)
Business Newcomers	(82)
Market: Data Processing	(90)

Interior Design, Cahners Publishing Company

Folio:400 rank: 226	
49th by Total Revenue	(64)
40th by Subscription Revenue	(66)
25th by Ad Pages	(67)
35th by Net Chg. Avg. Circ.	(71)
50th by Average Sub. Circ.	(72)
15th by Net Chg. Avg. Sub. Circ.	(73)
1st by Ad Pages/Copy	(74)
11th by Avg. Edit. Pages/Copy	(75)
Fastest Growing: Avg. Sub. Circ.	(81)
Market: Architecture & Housing	(86)

Iron Age, Chilton Company

Folio:400 rank: 313	
40th by Net Chg. Avg. Sub. Circ.	(73)
Market: Metals	(98)

Jet, Johnson Publishing Company, Inc.

Folio:400 rank: 47	
26th by Net Chg. Ad Pages	(5)
25th by Subscription Revenue	(6)
32nd by Newsstand Revenue	(7)
21st by Net Chg. Avg. Circ.	(9)
13th by Net Chg. Avg. Sub. Circ.	(11)
27th by Total Annual Circ.	(14)
20th by Average Sub. Price	(21)

20th by Annual Newsstand Sales	(22)
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Ad Pages	(28)
Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)
Market: Black	(36)
Market: General Interest	(42)

Journal of Accountancy, American Institute of Certified Public Accountants

Folio:400 rank: 247	
8th by Subscription Revenue	(66)
13th by Average Circulation	(70)
10th by Net Chg. Avg. Circ.	(71)
10th by Average Sub. Circ.	(72)
3rd by Net Chg. Avg. Sub. Circ.	(73)
Fastest Growing: Ad Revenue	(77)
Fastest Growing: Avg. Sub. Circ.	(81)
Market: Bus. & Consumer Svcs.	(88)

Journal of the American Medical Association, American Medical Association

Folio:400 rank: 131	
17th by Total Revenue	(64)
18th by Ad Revenue	(65)
38th by Subscription Revenue	(66)
19th by Ad Pages	(67)
28th by Net Chg. Ad Revenue	(68)
31st by Net Chg. Ad Pages	(69)
11th by Average Circulation	(70)
2nd by Net Chg. Avg. Circ.	(71)
13th by Average Sub. Circ.	(72)
4th by Net Chg. Avg. Sub. Circ.	(73)
47th by Avg. Edit. Pages/Copy	(75)
Fastest Growing: Sub. Rev.	(78)
Fastest Growing: Avg. Circ.	(80)
Fastest Growing: Avg. Sub. Circ.	(81)
Market: Medical	(97)

Ladies' Home Journal, Family Media, Inc.

Folio:400 rank: 20	
22nd by Ad Revenue	(2)
12th by Net Chg. Ad Revenue	(4)
16th by Net Chg. Ad Pages	(5)
10th by Subscription Revenue	(6)
20th by Newsstand Revenue	(7)

12th by Average Circulation	(8)
8th by Average Sub. Circ.	(10)
15th by Avg. Newsstand Circ.	(12)
3rd by Net Chg. Avg. Newst. Circ.	(13)
21st by Total Annual Circ.	(14)
9th by Total Revenue (Monthlies)	(15)
45th by Ad Pages (Monthlies)	(16)
8th by Ad Revenue (Monthlies)	(17)
18th by Annual Newsstand Sales	(22)
18th by Retailer/Newsstand Profit	(23)
Fastest Growing: Total Rev.	(24)
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Ad Pages	(28)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: Women's Service	(61)

Ladycom, Downey Communications, Inc.

Folio:400 rank: 386	
Consumer Newcomers	(32)
Market: Women's Lifestyles & Ent.	(60)

Learning, Pitman Learning, Inc.

Folio:400 rank: 360	
25th by Subscription Revenue	(66)
22nd by Average Circulation	(70)
19th by Average Sub. Circ.	(72)
Fastest Growing: Avg. Sub. Circ.	(81)
Market: Education	(91)

Life, Time Inc.

Folio:400 rank: 32	
31st by Ad Revenue	(2)
28th by Net Chg. Ad Revenue	(4)
41st by Net Chg. Ad Pages	(5)
26th by Subscription Revenue	(6)
21st by Newsstand Revenue	(7)
47th by Average Circulation	(8)
19th by Avg. Newsstand Circ.	(12)
13th by Net Chg. Avg. Newst. Circ.	(13)
15th by Total Revenue (Monthlies)	(15)
15th by Ad Revenue (Monthlies)	(17)
44th by Average Sub. Price	(21)
25th by Annual Newsstand Sales	(22)
19th by Retailer/Newsstand Profit	(23)
Fastest Growing: Total Rev.	(24)
Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Ad Pages	(28)

(numbers in parentheses refer to sections)

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Magazine Index (continued)

Indexes

Fastest Growing: Avg. Newst. Circ. (31)
Market: General interest (42)

Linn's Stamp News, Amos Press Inc.
Folio:400 rank: 345
7th by Ad Pages (3)

Los Angeles Magazine, Los Angeles Magazine, Inc.
Folio:400 rank: 154
17th by Ad Pages (3)
3rd by Ad Pages (Monthlies) (16)
7th by Avg. Total Pages/Copy (18)
6th by Avg. Ad Pages/Copy (19)
9th by Avg. Edit. Pages/Copy (20)
Market: City & Regional (39)

Machine Design, Penton/IPC, Inc.
Folio:400 rank: 134
19th by Total Revenue (64)
13th by Ad Revenue (65)
15th by Ad Pages (67)
26th by Average Circulation (70)
32nd by Ad Pages/Copy (74)
Market: Indust. Prod. & Design Eng. (95)

Mademoiselle, The Conde Nast Publications Inc.
Folio:400 rank: 38
32nd by Ad Revenue (2)
45th by Ad Pages (3)
30th by Net Chg. Ad Revenue (4)
19th by Newsstand Revenue (7)
17th by Avg. Newsstand Circ. (12)
28th by Net Chg. Avg. Newst. Circ. (13)
20th by Total Revenue (Monthlies) (15)
22nd by Ad Pages (Monthlies) (16)
16th by Ad Revenue (Monthlies) (17)
17th by Avg. Total Pages/Copy (18)
26th by Avg. Edit. Pages/Copy (20)
21st by Annual Newsstand Sales (22)
16th by Retailer/Newsstand Profit (23)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Women's Fashion (58)
Market: Women's Lifestyles & Ent. (60)

Material Handling Engineering, Penton/IPC, Inc.
Folio:400 rank: 392

Business Newcomers (82)
Market: Indust. Prod. & Design Eng. (95)

McCall's, The McCall Publishing Company
Folio:400 rank: 19
19th by Ad Revenue (2)
9th by Subscription Revenue (6)
29th by Newsstand Revenue (7)
10th by Average Circulation (8)
36th by Net Chg. Avg. Circ. (9)
6th by Average Sub. Circ. (10)
18th by Avg. Newsstand Circ. (12)
16th by Net Chg. Avg. Newst. Circ. (13)
19th by Total Annual Circ. (14)
8th by Total Revenue (Monthlies) (15)
49th by Ad Pages (Monthlies) (16)
5th by Ad Revenue (Monthlies) (17)
23rd by Annual Newsstand Sales (22)
24th by Retailer/Newsstand Profit (23)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Sub. Circ. (30)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Women's Service (61)

MD, MD Publications, Inc.
Folio:400 rank: 308
29th by Average Circulation (70)
49th by Net Chg. Avg. Circ. (71)
13th by Ad Pages/Copy (74)
13th by Avg. Edit. Pages/Copy (75)
Market: Medical (97)

Mechanix Illustrated, CBS Magazines
Folio:400 rank: 71
41st by Average Circulation (8)
32nd by Average Sub. Circ. (10)
38th by Total Revenue (Monthlies) (15)
44th by Ad Revenue (Monthlies) (17)
Market: Home Service (44)
Market: Men's Service (50)

Medical Economics, Medical Economics Company Inc.
Folio:400 rank: 98
9th by Total Revenue (64)
8th by Ad Revenue (65)
10th by Ad Pages (67)
26th by Net Chg. Ad Revenue (68)
23rd by Average Circulation (70)

48th by Net Chg. Avg. Sub. Circ. (73)
19th by Ad Pages/Copy (74)
30th by Avg. Edit. Pages/Copy (75)
Market: Medical (97)

Medical World News, HEI Publishing, Inc.
Folio:400 rank: 335
50th by Average Circulation (70)
41st by Net Chg. Avg. Sub. Circ. (73)
Market: Medical (97)

Meeting News, Gralla Publications
Folio:400 rank: 244
44th by Ad Revenue (65)
42nd by Ad Pages/Copy (74)
Business Newcomers (82)

Meetings & Conventions, Ziff-Davis Publishing Company
Folio:400 rank: 173
32nd by Total Revenue (64)
22nd by Ad Revenue (65)
24th by Net Chg. Ad Revenue (68)
48th by Net Chg. Avg. Circ. (71)
25th by Ad Pages/Copy (74)
27th by Avg. Edit. Pages/Copy (75)

Metalworking News, see AMM

Metropolitan Home, Meredith Corp.
Folio:400 rank: 116
Market: Home Service (44)

Mini-Micro Systems, Cahners Publishing Company
Folio:400 rank: 182
36th by Total Revenue (64)
28th by Ad Revenue (65)
30th by Ad Pages (67)
30th by Net Chg. Ad Revenue (68)
34th by Net Chg. Ad Pages (69)
5th by Net Chg. Avg. Circ. (71)
9th by Ad Pages/Copy (74)
28th by Avg. Edit. Pages/Copy (75)
Fastest Growing: Avg. Circ. (80)
Market: Data Processing (90)

MIS Week, Fairchild Publications, Inc.
Folio:400 rank: 309
Business Newcomers (82)
Market: Data Processing (90)

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is
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Model Railroader, Kalmbach Publishing Company
Folio:400 rank: 357

Modern Bride, Ziff-Davis Publishing Co.
Folio:400 rank: 95
48th by Ad Pages (3)
43rd by Net Chg. Ad Pages (5)
46th by Avg. Newsstand Circ. (12)
6th by Avg. Total Pages/Copy (18)
5th by Avg. Ad Pages/Copy (19)
23rd by Avg. Edit. Pages/Copy (20)
30th by Retailer/Newsstand Profit (23)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Bridal (37)

Modern Healthcare, Crain Comm. Inc.
Folio:400 rank: 388
49th by Ad Pages/Copy (74)
48th by Avg. Edit. Pages/Copy (75)
Business Newcomers (82)
Market: Medical (97)

Modern Materials Handling, Cahners Publishing Company
Folio:400 rank: 299
50th by Net Chg. Ad Revenue (68)
40th by Net Chg. Ad Pages (69)

Modern Maturity, Maturity Magazines Group
Folio:400 rank: 64
32nd by Net Chg. Ad Revenue (4)
28th by Subscription Revenue (6)
6th by Average Circulation (8)
2nd by Net Chg. Avg. Circ. (9)
3rd by Average Sub. Circ. (10)
1st by Net Chg. Avg. Sub. Circ. (11)
22nd by Total Annual Circ. (14)
Fastest Growing: Ad Revenue (25)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Ad Pages (28)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Maturity (47)

Modern Medicine, Harcourt Brace Jovanovich Publications, Inc.

Folio:400 rank: 327
46th by Average Circulation (70)
26th by Ad Pages/Copy (74)
33rd by Avg. Edit. Pages/Copy (75)
Market: Medical (97)

Modern Office Procedures, see
Modern Office Technology

Modern Office Technology (formerly
Modern Office Procedures), Penton/
IPC, Inc.
Folio:400 rank: 374
36th by Average Circulation (70)
24th by Net Chg. Avg. Circ. (71)

Modern Photography, ABC Leisure Magazines, Inc.
Folio:400 rank: 93
37th by Ad Pages (Monthlies) (16)
49th by Ad Revenue (Monthlies) (17)

Modern Plastics, McGraw-Hill Publications
Folio:400 rank: 294
43rd by Subscription Revenue (66)
46th by Average Sub. Circ. (72)
34th by Avg. Edit. Pages/Copy (75)

Modern Salon, Vance Publishing Corporation
Folio:400 rank: 320
39th by Subscription Revenue (66)
49th by Average Circulation (70)
31st by Average Sub. Circ. (72)
Fastest Growing: Ad Revenue (77)

Money, Time Inc.
Folio:400 rank: 30
27th by Ad Revenue (2)
21st by Net Chg. Ad Revenue (4)
48th by Net Chg. Ad Pages (5)
21st by Subscription Revenue (6)
6th by Net Chg. Avg. Circ. (9)
44th by Average Sub. Circ. (10)
10th by Net Chg. Avg. Sub. Circ. (11)
50th by Avg. Newsstand Circ. (12)
8th by Net Chg. Avg. Newst. Circ. (13)
14th by Total Revenue (Monthlies) (15)
29th by Ad Pages (Monthlies) (16)
12th by Ad Revenue (Monthlies) (17)

43rd by Average Sub. Price (21)
43rd by Retailer/Newsstand Profit (23)
Fastest Growing: Total Rev. (24)
Fastest Growing: Ad Revenue (25)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Affluence (34)
Market: Personal Finance & Mgmt. (53)

Moneysworth, Avant-Garde Media, Inc.
Folio:400 rank: 379
42nd by Net Chg. Avg. Circ. (9)
28th by Net Chg. Avg. Sub. Circ. (11)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Personal Finance & Mgmt. (53)

Moody Monthly, Moody Bible Institute
Folio:400 rank: 353

The Mother Earth News, The Mother Earth News, Inc.
Folio:400 rank: 108
48th by Subscription Revenue (6)
24th by Avg. Edit. Pages/Copy (20)
45th by Retailer/Newsstand Profit (23)
Market: Lifestyles (46)

Motor, Hearst Business Books Publishing Group
Folio:400 rank: 381
37th by Subscription Revenue (66)
41st by Average Circulation (70)
24th by Average Sub. Circ. (72)
27th by Net Chg. Avg. Sub. Circ. (73)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Automotive (Bus.) (87)

Motor Boating & Sailing, Hearst Magazines
Folio:400 rank: 254
44th by Ad Pages (3)
30th by Net Chg. Ad Pages (5)
21st by Ad Pages (Monthlies) (16)
37th by Avg. Total Pages/Copy (18)
Market: Lifestyles (46)
Market: Sports (55)

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Motor Trend, Petersen Publishing Company

Folio:400 rank: 86
26th by Net Chg. Avg. Newst. Circ. (13)
43rd by Ad Revenue (Monthlies) (17)
Fastest Growing: Total Rev. (24)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Ad Pages (28)
Market: Automotive (Cons.) (35)

Motorcyclist Magazine, Petersen Publishing Company

Folio:400 rank: 356
Market: Automotive (Cons.) (35)

Ms., Ms Foundation for Education and Communication, Inc.

Folio:400 rank: 228
Market: Women-In-Business (59)

Multichannel News, Fairchild Publications, Inc.

Folio:400 rank: 390
17th by Net Chg. Avg. Sub. Circ. (73)
Fastest Growing: Sub. Rev. (78)
Fastest Growing: Avg. Circ. (80)
Fastest Growing: Avg. Sub. Circ. (81)

National Enquirer, National Enquirer Inc.

Folio:400 rank: 10
36th by Ad Revenue (2)
2nd by Newsstand Revenue (7)
13th by Average Circulation (8)
4th by Avg. Newsstand Circ. (12)
4th by Total Annual Circ. (14)
2nd by Annual Newsstand Sales (22)
9th by Retailer/Newsstand Profit (23)
Fastest Growing: Avg. Newst. Circ. (31)
Market: General Interest (42)

National Examiner, Globe Intl. Inc.

Folio:400 rank: 79
15th by Newsstand Revenue (7)
16th by Avg. Newsstand Circ. (12)
25th by Total Annual Circ. (14)
8th by Annual Newsstand Sales (22)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Newst. Circ. (31)
Market: General Interest (42)

National Geographic, National Geographic Society

Folio:400 rank: 12
37th by Ad Revenue (2)
39th by Net Chg. Ad Revenue (4)
4th by Subscription Revenue (6)
5th by Average Circulation (8)
2nd by Average Sub. Circ. (10)
11th by Total Annual Circ. (14)
3rd by Total Revenue (Monthlies) (15)
20th by Ad Revenue (Monthlies) (17)
12th by Avg. Edit. Pages/Copy (20)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Ad Pages (28)
Market: General Interest (42)
Market: Affluence (34)

National Geographic World, National Geographic Society

Folio:400 rank: 161
45th by Subscription Revenue (6)
50th by Average Circulation (8)
29th by Average Sub. Circ. (10)
Market: Youth & Teen (62)

National Home Center News, Lebhar-Friedman, Inc.

Folio:400 rank: 240
43rd by Ad Revenue (65)
50th by Ad Pages (67)
Business Newcomers (82)
Market: Retail Management (101)

National Jeweler, Gralla Publications

Folio:400 rank: 284
40th by Ad Pages (67)
Market: Retail Management (101)

National Lampoon, National Lampoon, Inc.

Folio:400 rank: 190
43rd by Net Chg. Avg. Sub. Circ. (11)
48th by Avg. Newsstand Circ. (12)
48th by Retailer/Newsstand Profit (23)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Men's Entertainment (48)

National Wildlife, National Wildlife Federation

Folio:400 rank: 263
Market: Science & Nature (54)

Nation's Business, U.S. Chamber of Commerce

Folio:400 rank: 120

Nation's Restaurant News, Lebhar-Friedman, Inc.

Folio:400 rank: 186
38th by Total Revenue (64)
34th by Ad Revenue (65)
49th by Subscription Revenue (66)
43rd by Net Chg. Ad Revenue (68)
22nd by Net Chg. Avg. Circ. (71)
39th by Average Sub. Circ. (72)
12th by Net Chg. Avg. Sub. Circ. (73)
Fastest Growing: Sub. Rev. (78)
Fastest Growing: Avg. Circ. (80)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Food Service (94)

Natural History, American Museum of Natural History

Folio:400 rank: 191
46th by Net Chg. Ad Pages (5)
Fastest Growing: Ad Pages (28)
Market: Affluence (34)
Market: Science & Nature (54)

Navy Times, The Army Times Publishing Company

Folio:400 rank: 227
26th by Ad Pages (3)
18th by Average Sub. Price (21)

New England Journal of Medicine, Massachusetts Medical Society

Folio:400 rank: 96
8th by Total Revenue (64)
23rd by Ad Revenue (65)
11th by Ad Pages (67)
21st by Net Chg. Ad Revenue (68)
16th by Average Circulation (70)
29th by Net Chg. Avg. Circ. (71)
16th by Average Sub. Circ. (72)
11th by Net Chg. Avg. Sub. Circ. (73)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Medical (97)

New Equipment Digest, Penton/IPC, Inc.

Folio:400 rank: 232
41st by Ad Revenue (65)

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Magazine Index (continued)

17th by Average Circulation (70)
23rd by Net Chg. Avg. Circ. (71)
Market: Indust. Prod. & Design Eng. (95)

New Shelter, Rodale Press, Inc.
Folio:400 rank: 200
34th by Net Chg. Avg. Sub. Circ. (11)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Home Service (44)
Market: Men's Service (50)

New Woman, News Group Magazines
Folio:400 rank: 85
28th by Newsstand Revenue (7)
21st by Avg. Newsstand Circ. (12)
28th by Annual Newsstand Sales (22)
23rd by Retailer/Newsstand Profit (23)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Women's Service (61)
Market: Women's Lifestyles & Ent. (60)

New York Magazine, News Group
Magazines
Folio:400 rank: 43
29th by Ad Revenue (2)
13th by Ad Pages (3)
27th by Net Chg. Ad Revenue (4)
9th by Net Chg. Ad Pages (5)
45th by Total Annual Circ. (14)
33rd by Average Sub. Price (21)
Fastest Growing: Total Rev. (24)
Fastest Growing: Ad Pages (28)
Market: City & Regional (39)

New York News Magazine, New York News
Folio:400 rank: 225
42nd by Average Circulation (8)
17th by Total Annual Circ. (14)
Market: Sunday Magazines (56)

The New York Times Magazine, The New
York Times
Folio:400 rank: 26
16th by Ad Revenue (2)
4th by Ad Pages (3)
11th by Net Chg. Ad Revenue (4)
49th by Average Circulation (8)

18th by Total Annual Circ. (14)
Market: Affluence (34)
Market: Sunday Magazines (56)

The New Yorker, The New Yorker
Magazine, Inc.
Folio:400 rank: 31
23rd by Ad Revenue (2)
6th by Ad Pages (3)
48th by Subscription Revenue (6)
40th by Total Annual Circ. (14)
36th by Average Sub. Price (21)
Market: Affluence (34)
Market: General Interest (42)

Newsweek, Newsweek, Inc.
Folio:400 rank: 4
3rd by Ad Revenue (2)
12th by Ad Pages (3)
5th by Net Chg. Ad Revenue (4)
6th by Subscription Revenue (6)
23rd by Newsstand Revenue (7)
20th by Average Circulation (8)
12th by Average Sub. Circ. (10)
8th by Total Annual Circ. (14)
26th by Average Sub. Price (21)
19th by Annual Newsstand Sales (22)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Newsweekazines (51)

Nursing '83, Springhouse Corporation
Folio:400 rank: 147
24th by Total Revenue (64)
3rd by Subscription Revenue (66)
5th by Average Circulation (70)
5th by Average Sub. Circ. (72)
Market: Nursing (99)

Off Duty, Off Duty Enterprises
Folio:400 rank: 376
Consumer Newcomers (32)

The Office, Office Publications, Inc.
Folio:400 rank: 307
30th by Average Circulation (70)
7th by Net Chg. Avg. Circ. (71)
27th by Ad Pages/Copy (74)
35th by Avg. Edit. Pages/Copy (75)
Fastest Growing: Avg. Circ. (80)

Oil & Gas Journal, PennWell Publishing
Company
Folio:400 rank: 129
15th by Total Revenue (64)
17th by Ad Revenue (65)
28th by Subscription Revenue (66)
9th by Ad Pages (67)
40th by Average Sub. Circ. (72)
42nd by Avg. Edit. Pages/Copy (75)
Market: Petroleum (100)

Omni, Omni International, Ltd.
Folio:400 rank: 58
31st by Newsstand Revenue (7)
48th by Net Chg. Avg. Circ. (9)
16th by Net Chg. Avg. Sub. Circ. (11)
31st by Avg. Newsstand Circ. (12)
34th by Total Revenue (Monthlies) (15)
45th by Ad Revenue (Monthlies) (17)
48th by Average Sub. Price (21)
40th by Annual Newsstand Sales (22)
26th by Retailer/Newsstand Profit (23)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Science & Nature (54)

On Cable, On Cable Publications, Inc.
Folio:400 rank: 242
14th by Avg. Edit. Pages/Copy (20)
Consumer Newcomers (32)
Market: General Interest (42)

1,001 Home Ideas, Family Media, Inc.
Folio:400 rank: 106
37th by Subscription Revenue (6)
10th by Net Chg. Avg. Circ. (9)
37th by Average Sub. Circ. (10)
7th by Net Chg. Avg. Sub. Circ. (11)
Fastest Growing: Total Rev. (24)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Ad Pages (28)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Home Service (44)

Organic Gardening, Rodale Press, Inc.
Folio:400 rank: 84
34th by Subscription Revenue (8)
34th by Average Sub. Circ. (10)
Market: Home Service (44)
Market: Lifestyles (46)

(numbers in parentheses refer to sections)

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Magazine Index (continued)

Oui, Laurant Publishing, Ltd.
Folio:400 rank: 128
24th by Newsstand Revenue (7)
33rd by Avg. Newsstand Circ. (12)
4th by Average Sub. Price (21)
43rd by Annual Newsstand Sales (22)
20th by Retailer/Newsstand Profit (23)
Market: Men's Entertainment (48)

Our Sunday Visitor, Our Sunday Visitor, Inc.
Folio:400 rank: 354
27th by Annual Newsstand Sales (22)

Outdoor Life, Times Mirror Magazines, Inc.
Folio:400 rank: 70
50th by Subscription Revenue (6)
46th by Average Circulation (8)
35th by Average Sub. Circ. (10)
43rd by Total Revenue (Monthlies) (15)
41st by Ad Revenue (Monthlies) (17)
Market: Outdoor (52)

Outside, Mariah Publications Corp.
Folio:400 rank: 301
49th by Net Chg. Ad Pages (5)
Fastest Growing: Total Rev. (24)
Fastest Growing: Sub. Rev. (26)
Market: Lifestyles (46)
Market: Sports (55)

Packaging, Cahners Publishing Company
Folio:400 rank: 397
49th by Avg. Edit. Pages/Copy (75)
Business Newcomers (82)

Packing Digest Delta Comm., Inc.
Folio:400 rank: 317
50th by Avg. Edit. Pages/Copy (75)

Pan Am Clipper, East/West Network, Inc.
Folio:400 rank: 384
Consumer Newcomers (32)
Market: Inflight (45)

Parade, Parade Publications, Inc.
Folio:400 rank: 15
6th by Ad Revenue (2)
16th by Net Chg. Ad Revenue (4)

1st by Average Circulation (8)
1st by Net Chg. Avg. Circ. (9)
1st by Total Annual Circ. (14)
Fastest Growing: Avg. Circ. (29)
Market: Sunday Magazines (56)

Parents, Parents Magazine Enterprises
Folio:400 rank: 45
39th by Ad Revenue (2)
40th by Net Chg. Ad Revenue (4)
32nd by Subscription Revenue (6)
38th by Average Circulation (8)
26th by Average Sub. Circ. (10)
38th by Net Chg. Avg. Newst. Circ. (13)
44th by Total Annual Circ. (14)
25th by Total Revenue (Monthlies) (15)
22nd by Ad Revenue (Monthlies) (17)
Market: Women's Service (61)

Patient Care, Medical Economics Company, Inc.
Folio:400 rank: 257
48th by Ad Revenue (65)
31st by Ad Pages (67)
26th by Net Chg. Avg. Circ. (71)
40th by Ad Pages/Copy (74)
37th by Avg. Edit. Pages/Copy (75)
Market: Medical (97)

PC - The Independent Guide to IBM Personal Computer, Ziff-Davis Publishing Company
Folio:400 rank: 113
3rd by Ad Pages (3)
1st by Avg. Total Pages/Copy (18)
1st by Avg. Ad Pages/Copy (19)
2nd by Avg. Edit. Pages/Copy (20)
Consumer Newcomers (32)
Market: Computing (40)

PC World, PC World Communications, Inc.
Folio:400 rank: 239
24th by Ad Pages (3)
10th by Avg. Total Pages/Copy (18)
9th by Avg. Ad Pages/Copy (19)
13th by Avg. Edit. Pages/Copy (20)
50th by Average Sub. Price (21)
Consumer Newcomers (32)
Market: Computing (40)

Pensions & Investments Age, Crain Communications Inc.
Folio:400 rank: 369
34th by Net Chg. Avg. Circ. (71)
34th by Net Chg. Avg. Sub. Circ. (73)
Fastest Growing: Total Rev. (76)
Fastest Growing: Ad Revenue (77)
Fastest Growing: Sub. Rev. (78)
Fastest Growing: Avg. Circ. (80)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Finance & Investing (93)

Penthouse, Penthouse International, Ltd.
Folio:400 rank: 17
41st by Ad Revenue (2)
3rd by Newsstand Revenue (7)
19th by Average Circulation (8)
6th by Avg. Newsstand Circ. (12)
29th by Total Annual Circ. (14)
6th by Total Revenue (Monthlies) (15)
24th by Ad Revenue (Monthlies) (17)
34th by Avg. Total Pages/Copy (18)
11th by Avg. Edit. Pages/Copy (20)
29th by Average Sub. Price (21)
9th by Annual Newsstand Sales (22)
1st by Retailer/Newsstand Profit (23)
Market: Men's Entertainment (48)
Market: Men's Lifestyles (49)

People Weekly, Time Inc.
Folio:400 rank: 3
5th by Ad Revenue (2)
8th by Ad Pages (3)
10th by Net Chg. Ad Revenue (4)
13th by Subscription Revenue (6)
4th by Newsstand Revenue (7)
23rd by Average Circulation (8)
13th by Net Chg. Avg. Circ. (9)
46th by Average Sub. Circ. (10)
4th by Net Chg. Avg. Sub. Circ. (11)
11th by Avg. Newsstand Circ. (12)
9th by Total Annual Circ. (14)
5th by Average Sub. Price (21)
7th by Annual Newsstand Sales (22)
11th by Retailer/Newsstand Profit (23)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Newsstand Rev. (27)

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Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)
Market: General Interest	(42)
Market: Newsmagazines	(51)
Personal Computing , Hayden Publishing Company, Inc.	
Folio:400 rank: 97	
19th by Ad Pages	(3)
20th by Net Chg. Ad Revenue	(4)
3rd by Net Chg. Ad Pages	(5)
11th by Net Chg. Avg. Circ.	(9)
11th by Net Chg. Avg. Sub. Circ.	(11)
23rd by Net Chg. Avg. Newst. Circ.	(13)
5th by Ad Pages (Monthlies)	(16)
46th by Ad Revenue (Monthlies)	(17)
11th by Avg. Total Pages/Copy	(18)
8th by Avg. Ad Pages/Copy	(19)
27th by Avg. Edit. Pages/Copy	(20)
Fastest Growing: Total Rev.	(24)
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Ad Pages	(28)
Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: Computing	(40)
Petersen's Hunting , Petersen Publishing Company	
Folio:400 rank: 347	
Market: Outdoor	(52)
Petersen's Photographic Magazine , Petersen Publishing Company	
Folio:400 rank: 297	
Philadelphia Magazine , Metrocorp	
Folio:400 rank: 282	
42nd by Ad Pages	(3)
20th by Ad Pages (Monthlies)	(16)
Market: City & Regional	(39)
The Physician & Sportsmedicine , McGraw-Hill Publications Company	
Folio:400 rank: 393	
45th by Avg. Edit. Pages/Copy	(75)
Market: Medical	(97)

Physician's Management , Harcourt Brace Jovanovich Publications, Inc.	
Folio:400 rank: 338	
34th by Net Chg. Ad Revenue	(68)
17th by Net Chg. Ad Pages	(69)
22nd by Ad Pages/Copy	(74)
16th by Avg. Edit. Pages/Copy	(75)
Fastest Growing: Total Rev.	(76)
Fastest Growing: Ad Revenue	(77)
Fastest Growing: Ad Pages	(79)
Market: Medical	(97)
Plant Engineering , Technical Publishing Corporation	
Folio:400 rank: 195	
39th by Total Revenue	(64)
30th by Ad Revenue	(65)
47th by Ad Pages	(67)
41st by Net Chg. Avg. Circ.	(71)
Market: Electronics	(92)
Market: Indust. Prod. & Design Eng.	(95)
Playbill , Playbill Incorporated	
Folio:400 rank: 209	
Market: City & Regional	(39)
Playboy , Playboy Enterprises, Inc.	
Folio:400 rank: 13	
20th by Ad Revenue	(2)
11th by Subscription Revenue	(6)
8th by Newsstand Revenue	(7)
15th by Average Circulation	(8)
18th by Average Sub. Circ.	(10)
10th by Avg. Newsstand Circ.	(12)
23rd by Total Annual Circ.	(14)
4th by Total Revenue (Monthlies)	(15)
6th by Ad Revenue (Monthlies)	(17)
21st by Avg. Total Pages/Copy	(18)
5th by Avg. Edit. Pages/Copy	(20)
12th by Annual Newsstand Sales	(22)
2nd by Retailer/Newsstand Profit	(23)
Fastest Growing: Newsstand Rev.	(27)
Market: Men's Entertainment	(48)
Market: Men's Lifestyles	(49)
Players , Players International Publications	
Folio:400 rank: 288	
40th by Average Sub. Price	(21)

47th by Retailer/Newsstand Profit	(23)
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Ad Pages	(28)
Market: Men's Entertainment	(48)
Playgirl , Playgirl, Inc.	
Folio:400 rank: 111	
26th by Newsstand Revenue	(7)
29th by Avg. Newsstand Circ.	(12)
37th by Annual Newsstand Sales	(22)
21st by Retailer/Newsstand Profit	(23)
Market: Women's Lifestyles & Ent.	(60)
Popular Computing , McGraw-Hill Publications Company	
Folio:400 rank: 207	
48th by Net Chg. Ad Revenue	(4)
1st by Net Chg. Ad Pages	(5)
23rd by Net Chg. Avg. Circ.	(9)
36th by Net Chg. Avg. Sub. Circ.	(11)
11th by Net Chg. Avg. Newst. Circ.	(13)
27th by Ad Pages (Monthlies)	(16)
19th by Avg. Total Pages/Copy	(18)
25th by Avg. Edit. Pages/Copy	(20)
Fastest Growing: Total Rev.	(24)
Fastest Growing: Ad Revenue	(25)
Fastest Growing: Sub. Rev.	(26)
Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Ad Pages	(28)
Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Sub. Circ.	(30)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: Computing	(40)
Popular Hot Rodding , Argus Publishing Corporation	
Folio:400 rank: 306	
Market: Automotive (Cons.)	(35)
Popular Mechanics , Hearst Magazines	
Folio:400 rank: 48	
44th by Ad Revenue	(2)
40th by Average Circulation	(8)
38th by Average Sub. Circ.	(10)
42nd by Avg. Newsstand Circ.	(12)
49th by Total Annual Circ.	(14)
27th by Total Revenue (Monthlies)	(15)
44th by Ad Pages (Monthlies)	(16)
27th by Ad Revenue (Monthlies)	(17)

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Magazine Index (continued)

43rd by Avg. Total Pages/Copy (18)
48th by Avg. Edit. Pages/Copy (20)
49th by Annual Newsstand Sales (22)
Market: Men's Service (50)

Popular Photography, Ziff-Davis Publishing Company
Folio:400 rank: 55
34th by Ad Revenue (2)
31st by Total Revenue (Monthlies) (15)
35th by Ad Pages (Monthlies) (16)
18th by Ad Revenue (Monthlies) (17)
47th by Avg. Total Pages/Copy (18)

Popular Science, Times Mirror Magazines, Inc.
Folio:400 rank: 49
49th by Ad Revenue (2)
39th by Subscription Revenue (6)
35th by Average Circulation (8)
27th by Average Sub. Circ. (10)
44th by Total Annual Circ. (14)
28th by Total Revenue (Monthlies) (15)
32nd by Ad Revenue (Monthlies) (17)
Market: Men's Service (50)

Postgraduate Medicine, McGraw-Hill Publications Company
Folio:400 rank: 266
37th by Ad Pages (67)
25th by Net Chg. Ad Revenue (68)
13th by Net Chg. Ad Pages (69)
43rd by Average Circulation (70)
36th by Net Chg. Avg. Circ. (71)
5th by Ad Pages/Copy (74)
2nd by Avg. Edit. Pages/Copy (75)
Fastest Growing: Total Rev. (76)
Fastest Growing: Ad Revenue (77)
Fastest Growing: Ad Pages (79)
Market: Medical (97)

Power, McGraw-Hill Publications Co.
Folio:400 rank: 377
37th by Net Chg. Avg. Circ. (71)
44th by Average Sub. Circ. (72)
16th by Net Chg. Avg. Sub. Circ. (73)
Fastest Growing: Sub. Rev. (78)
Fastest Growing: Avg. Circ. (80)
Fastest Growing: Avg. Sub. Circ. (81)

Practical Cardiology, Med Publishing, Inc.
Folio:400 rank: 351
25th by Net Chg. Ad Pages (69)
32nd by Average Circulation (70)
8th by Net Chg. Avg. Circ. (71)
33rd by Ad Pages/Copy (74)
Fastest Growing: Total Rev. (76)
Fastest Growing: Ad Revenue (77)
Fastest Growing: Ad Pages (79)
Fastest Growing: Avg. Circ. (80)
Market: Medical (97)

Prairie Farmer, Farm Progress Publications
Folio:400 rank: 224
48th by Total Revenue (64)
30th by Subscription Revenue (66)
20th by Average Circulation (70)
16th by Average Sub. Circ. (72)
Fastest Growing: Sub. Rev. (78)

Prevention, Rodale Press, Inc.
Folio:400 rank: 36
47th by Net Chg. Ad Revenue (4)
16th by Subscription Revenue (6)
24th by Average Circulation (8)
12th by Net Chg. Avg. Circ. (9)
14th by Average Sub. Circ. (10)
18th by Net Chg. Avg. Sub. Circ. (11)
15th by Net Chg. Avg. Newst. Circ. (13)
32nd by Total Annual Circ. (14)
18th by Total Revenue (Monthlies) (15)
42nd by Ad Revenue (Monthlies) (17)
49th by Avg. Edit. Pages/Copy (20)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Health & Fitness (43)
Market: Women's Service (61)

Progressive Architecture, Reinhold Publishing
Folio:400 rank: 293
35th by Subscription Revenue (66)
40th by Net Chg. Avg. Circ. (71)
35th by Average Sub. Circ. (72)
18th by Net Chg. Avg. Sub. Circ. (73)

Fastest Growing: Sub. Rev. (78)
Fastest Growing: Avg. Sub. Circ. (81)
Market: Architecture & Housing (86)

Progressive Farmer, Progressive Farmer, Inc.
Folio:400 rank: 118
14th by Total Revenue (64)
20th by Ad Revenue (65)
5th by Subscription Revenue (66)
3rd by Average Circulation (70)
2nd by Average Sub. Circ. (72)

Progressive Grocer, Maclean Hunter Media Inc.
Folio:400 rank: 273
Market: Retail Management (101)

Psychology Today, The American Psychological Association
Folio:400 rank: 127
Market: General Interest (42)
Market: Science & Nature (54)

Publishers Weekly, R.R. Bowker Company
Folio:400 rank: 312
27th by Subscription Revenue (66)
36th by Ad Pages (67)
38th by Net Chg. Avg. Sub. Circ. (73)
Fastest Growing: Sub. Rev. (78)

Purchasing Magazine, Cahners Publishing Company
Folio:400 rank: 202
41st by Total Revenue (64)
31st by Ad Revenue (65)
27th by Ad Pages (67)
43rd by Ad Pages/Copy (74)

Reader's Digest, The Reader's Digest Association, Inc.
Folio:400 rank: 5
13th by Ad Revenue (2)
2nd by Subscription Revenue (6)
22nd by Newsstand Revenue (7)
2nd by Average Circulation (8)
37th by Net Chg. Avg. Circ. (9)
1st by Average Sub. Circ. (10)
14th by Avg. Newsstand Circ. (12)
6th by Net Chg. Avg. Newst. Circ. (13)
6th by Total Annual Circ. (14)

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1st by Total Revenue (Monthlies)	(15)
3rd by Ad Revenue (Monthlies)	(17)
20th by Avg. Total Pages/Copy	(18)
4th by Avg. Edit. Pages/Copy	(20)
17th by Annual Newsstand Sales	(22)
17th by Retailer/Newsstand Profit	(23)
Fastest Growing: Newsstand Rev.	(27)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: General Interest	(42)

Real Estate Today , National Association of Realtors	
Folio:400 rank: 167	
27th by Total Revenue	(64)
1st by Subscription Revenue	(66)
4th by Average Circulation	(70)
3rd by Average Sub. Circ.	(72)
Fastest Growing: Ad Revenue	(77)
Fastest Growing: Sub. Rev.	(78)
Fastest Growing: Ad Pages	(79)
Market: Bus. & Consumer Svcs.	(88)

Redbook Magazine , Hearst Magazines	
Folio:400 rank: 28	
26th by Ad Revenue	(2)
18th by Subscription Revenue	(6)
34th by Newsstand Revenue	(7)
17th by Average Circulation	(8)
11th by Average Sub. Circ.	(10)
22nd by Avg. Newsstand Circ.	(12)
26th by Total Annual Circ.	(14)
12th by Total Revenue (Monthlies)	(15)
11th by Ad Revenue (Monthlies)	(17)
29th by Annual Newsstand Sales	(22)
31st by Retailer/Newsstand Profit	(23)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: Women-In-Business	(59)
Market: Women's Service	(61)

Research & Development (formerly Industrial Research & Development), Technical Publishing Company	
Folio:400 rank: 296	
37th by Ad Pages/Copy	(74)
Market: Electronics	(92)
Market: Indust. Prod. & Design Eng.	(95)

Restaurant Business , Restaurant Business, Inc.	
Folio:400 rank: 181	

35th by Total Revenue	(64)
27th by Ad Revenue	(65)
33rd by Ad Pages	(67)
33rd by Net Chg. Ad Revenue	(68)
9th by Net Chg. Avg. Circ.	(71)
16th by Ad Pages/Copy	(74)
7th by Avg. Edit. Pages/Copy	(75)
Fastest Growing: Avg. Circ.	(80)
Market: Food Service	(94)

Restaurant Hospitality , Penton/IPC, Inc.	
Folio:400 rank: 366	
45th by Net Chg. Ad Revenue	(68)
33rd by Net Chg. Ad Pages	(69)
18th by Net Chg. Avg. Circ.	(71)
Fastest Growing: Total Rev.	(76)
Fastest Growing: Ad Revenue	(77)
Fastest Growing: Ad Pages	(79)
Fastest Growing: Avg. Circ.	(80)
Market: Food Service	(94)

Restaurants & Institutions , Cahners Publishing Company	
Folio:400 rank: 91	
7th by Total Revenue	(64)
4th by Ad Revenue	(65)
17th by Ad Pages	(67)
4th by Net Chg. Ad Revenue	(68)
11th by Net Chg. Ad Pages	(69)
29th by Ad Pages/Copy	(74)
12th by Avg. Edit. Pages/Copy	(75)
Fastest Growing: Total Rev.	(76)
Market: Food Service	(94)

RN , Medical Economics Company, Inc.	
Folio:400 rank: 234	
7th by Subscription Revenue	(66)
6th by Average Circulation	(70)
6th by Average Sub. Circ.	(72)
Market: Nursing	(99)

Road & Track , CBS Magazines	
Folio:400 rank: 67	
42nd by Net Chg. Ad Revenue	(4)
41st by Net Chg. Avg. Circ.	(9)
20th by Net Chg. Avg. Newst. Circ.	(13)
40th by Total Revenue (Monthlies)	(15)
42nd by Ad Pages (Monthlies)	(16)
36th by Ad Revenue (Monthlies)	(17)
Fastest Growing: Sub. Rev.	(26)

Fastest Growing: Avg. Circ.	(29)
Fastest Growing: Avg. Newst. Circ.	(31)
Market: Automotive (Cons.)	(35)

Rolling Stone , Straight Arrow Publishers, Inc.	
Folio:400 rank: 51	
35th by Net Chg. Ad Revenue	(4)
41st by Newsstand Revenue	(7)
33rd by Annual Newsstand Sales	(22)
Market: General Interest	(42)
Market: Lifestyles	(46)

The Rotarian , Rotary International	
Folio:400 rank: 396	
Consumer Newcomers	(32)

Runner's World , Runner's World Magazine Company, Inc.	
Folio:400 rank: 158	
49th by Net Chg. Avg. Newst. Circ.	(13)
31st by Avg. Edit. Pages/Copy	(20)
Market: Lifestyles	(46)
Market: Sports	(55)

Sail , Sail Publications, Inc.	
Folio:400 rank: 162	
31st by Ad Pages (Monthlies)	(16)
44th by Avg. Total Pages/Copy	(18)
Market: Lifestyles	(46)
Market: Sports	(55)

Sales & Marketing Management , Bill Communications, Inc.	
Folio:400 rank: 328	
31st by Subscription Revenue	(66)
47th by Average Sub. Circ.	(72)
Fastest Growing: Sub. Rev.	(78)
Market: Marketing	(96)

San Diego Magazine , San Diego Magazine Publishing Company, Inc.	
Folio:400 rank: 387	
39th by Ad Pages	(3)
37th by Net Chg. Ad Pages	(5)
17th by Ad Pages (Monthlies)	(16)
16th by Avg. Total Pages/Copy	(18)
21st by Avg. Ad Pages/Copy	(19)
28th by Avg. Edit. Pages/Copy	(20)
Fastest Growing: Total Rev.	(24)
Market: City & Regional	(39)

(numbers in parentheses refer to sections)

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Magazine Index (continued)

The Saturday Evening Post, Benjamin Franklin Literary & Medical Society
Folio:400 rank: 193
Market: General Interest (42)

Savvy, Savvy Company
Folio:400 rank: 286
Fastest Growing: Ad Revenue (25)
Market: Business & Financial (38)
Market: Women-In-Business (59)

Science, American Association for the Advancement of Science
Folio:400 rank: 188
28th by Total Revenue (64)
9th by Subscription Revenue (66)
48th by Net Chg. Ad Pages (69)
28th by Average Circulation (70)
21st by Average Sub. Circ. (72)
50th by Net Chg. Avg. Sub. Circ. (73)

Science Digest, Hearst Magazines
Folio:400 rank: 148
47th by Net Chg. Ad Pages (5)
Fastest Growing: Ad Revenue (25)
Fastest Growing: Ad Pages (28)
Market: Science & Nature (54)

Science 83, American Association for the Advancement of Science
Folio:400 rank: 126
Market: Science & Nature (54)

Scientific American, Scientific American, Inc.
Folio:400 rank: 69
43rd by Subscription Revenue (6)
42nd by Total Revenue (Monthlies) (15)
44th by Ad Revenue (Monthlies) (17)
41st by Avg. Edit. Pages/Copy (20)
42nd by Average Sub. Price (21)
Market: Science & Nature (54)

Self, The Conde Nast Publications, Inc.
Folio:400 rank: 60
46th by Net Chg. Ad Revenue (4)
33rd by Newsstand Revenue (7)
44th by Net Chg. Avg. Circ. (9)
23rd by Avg. Newsstand Circ. (12)
7th by Net Chg. Avg. Newst. Circ. (13)

36th by Total Revenue (Monthlies) (15)
40th by Ad Revenue (Monthlies) (17)
30th by Annual Newsstand Sales (22)
27th by Retailer/Newsstand Profit (23)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Women's Lifestyles & Ent. (60)
Market: Women's Service (61)

Sesame Street, Children's Television Workshop
Folio:400 rank: 189
34th by Net Chg. Avg. Circ. (9)
50th by Average Sub. Circ. (10)
30th by Net Chg. Avg. Sub. Circ. (11)
40th by Avg. Newsstand Circ. (12)
39th by Net Chg. Avg. Newst. Circ. (13)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Youth & Teen (62)

Seventeen, Triangle Communications, Inc.
Folio:400 rank: 42
40th by Ad Revenue (2)
42nd by Subscription Revenue (6)
45th by Newsstand Revenue (7)
26th by Net Chg. Avg. Circ. (9)
43rd by Average Sub. Circ. (10)
12th by Net Chg. Avg. Sub. Circ. (11)
26th by Avg. Newsstand Circ. (12)
43rd by Total Annual Circ. (14)
23rd by Total Revenue (Monthlies) (15)
36th by Ad Pages (Monthlies) (16)
23rd by Ad Revenue (Monthlies) (17)
45th by Avg. Total Pages/Copy (18)
32nd by Annual Newsstand Sales (22)
38th by Retailer/Newsstand Profit (23)
Fastest Growing: Sub. Rev. (26)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Youth & Teen (62)

Shape, Shape Magazine, Inc.
Folio:400 rank: 210
49th by Avg. Newsstand Circ. (12)
Consumer Newcomers (32)
Market: Health & Fitness (43)
Market: Women's Lifestyles & Ent. (60)

Shooting Times, PJS Publications Inc.
Folio:400 rank: 359
44th by Net Chg. Avg. Newst. Circ. (13)
Market: Outdoor (52)

Signature, Citicorp/Diners Club
Folio:400 rank: 133
49th by Net Chg. Avg. Sub. Circ. (11)
Fastest Growing: Total Rev. (24)
Market: Affluence (34)
Market: Travel (57)

Ski, Times Mirror Magazines, Inc.
Folio:400 rank: 150
35th by Avg. Total Pages/Copy (18)
Market: Sports (55)

Skilling, Ziff-Davis Publishing Company
Folio:400 rank: 141
33rd by Avg. Total Pages/Copy (18)
Market: Sports (55)

Skin Diver, Petersen Publishing Company
Folio:400 rank: 283
Market: Sports (55)

Smithsonian, Smithsonian Institution
Folio:400 rank: 33
42nd by Ad Revenue (2)
17th by Subscription Revenue (6)
34th by Average Circulation (8)
22nd by Average Sub. Circ. (10)
43rd by Total Annual Circ. (14)
16th by Total Revenue (Monthlies) (15)
25th by Ad Revenue (Monthlies) (17)
Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Affluence (34)
Market: General Interest (42)

Soap Opera Digest, Networks Publishing Corporation
Folio:400 rank: 117
37th by Newsstand Revenue (7)
35th by Net Chg. Avg. Circ. (9)
40th by Net Chg. Avg. Sub. Circ. (11)
39th by Avg. Newsstand Circ. (12)
22nd by Net Chg. Avg. Newst. Circ. (13)
35th by Avg. Edit. Pages/Copy (20)

(numbers in parentheses refer to sections)

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Magazine Index (continued)

24th by Annual Newsstand Sales (22)	41st by Net Chg. Ad Revenue (68)	8th by Average Sub. Price (21)
Fastest Growing: Total Rev. (24)	38th by Net Chg. Ad Pages (69)	38th by Annual Newsstand Sales (22)
Fastest Growing: Newsstand Rev. (27)	15th by Average Circulation (70)	Fastest Growing: Sub. Rev. (26)
Fastest Growing: Avg. Circ. (29)	3rd by Net Chg. Avg. Circ. (71)	Fastest Growing: Avg. Sub. Circ. (30)
Fastest Growing: Avg. Sub. Circ. (30)	2nd by Net Chg. Avg. Sub. Circ. (73)	Market: Newsstand Sales (51)
Fastest Growing: Avg. Newst. Circ. (31)	Fastest Growing: Total Rev. (76)	Market: Sports (55)
Market: Women's Lifestyles & Ent. (60)	Fastest Growing: Ad Revenue (77)	
Softalk , Softalk Publishing, Inc.	Fastest Growing: Sub. Rev. (78)	The Star , News Group Magazines
Folio:400 rank: 300	Fastest Growing: Ad Pages (79)	Folio:400 rank: 22
27th by Ad Pages (3)	Fastest Growing: Avg. Circ. (80)	5th by Newsstand Revenue (7)
10th by Ad Pages (Monthlies) (16)	Fastest Growing: Avg. Sub. Circ. (81)	18th by Average Circulation (8)
14th by Avg. Total Pages/Copy (18)	Market: Electronics (92)	5th by Avg. Newsstand Circ. (12)
14th by Avg. Ad Pages/Copy (19)	Market: Science & Nature (54)	7th by Total Annual Circ. (14)
18th by Avg. Edit. Pages/Copy (20)		3rd by Annual Newsstand Sales (22)
Consumer Newcomers (32)	Sport , Sports Media Corporation	13th by Retailer/Newsstand Profit (23)
Market: Computing (40)	Folio:400 rank: 109	Fastest Growing: Newsstand Rev. (27)
	Market: Sports (55)	Fastest Growing: Avg. Newst. Circ. (31)
Soldier of Fortune , Omega Group, Ltd.	The Sporting News , The Sporting News	Market: General Interest (42)
Folio:400 rank: 272	Publishing Company	
37th by Average Sub. Price (21)	Folio:400 rank: 72	Stereo Review , Ziff-Davis Publishing
Market: Men's Lifestyles (49)	27th by Subscription Revenue (6)	Company
	33rd by Net Chg. Avg. Circ. (9)	Folio:400 rank: 122
Southern Living , Southern Living, Inc.	26th by Net Chg. Avg. Sub. Circ. (11)	50th by Ad Revenue (Monthlies) (17)
Folio:400 rank: 29	34th by Total Annual Circ. (14)	
25th by Ad Revenue (2)	9th by Average Sub. Price (21)	Success , Success Magazine Company Inc.
29th by Net Chg. Ad Revenue (4)	Fastest Growing: Total Rev. (24)	Folio:400 rank: 380
15th by Subscription Revenue (6)	Fastest Growing: Sub. Rev. (26)	33rd by Net Chg. Avg. Newst. Circ. (13)
29th by Average Circulation (8)	Fastest Growing: Avg. Circ. (29)	Fastest Growing: Total Rev. (24)
36th by Net Chg. Avg. Circ. (9)	Fastest Growing: Avg. Sub. Circ. (30)	Fastest Growing: Ad Revenue (25)
19th by Average Sub. Circ. (10)	Market: Newsmagazines (51)	Fastest Growing: Newsstand Rev. (27)
33rd by Net Chg. Avg. Sub. Circ. (11)	Market: Sports (55)	Fastest Growing: Ad Pages (28)
50th by Net Chg. Avg. Newst. Circ. (13)		Fastest Growing: Avg. Newst. Circ. (31)
39th by Total Annual Circ. (14)	Sports Afield , Hearst Magazines	Market: Business & Financial (38)
13th by Total Revenue (Monthlies) (15)	Folio:400 rank: 119	Market: Personal Finance & Mgmt. (53)
26th by Ad Pages (Monthlies) (16)	Market: Outdoor (52)	
10th by Ad Revenue (Monthlies) (17)	Sports Illustrated , Time Inc.	Successful Farming , Meredith
23rd by Avg. Total Pages/Copy (18)	Folio:400 rank: 6	Corporation
29th by Avg. Edit. Pages/Copy (20)	4th by Ad Revenue (2)	Folio:400 rank: 114
Fastest Growing: Sub. Rev. (26)	14th by Ad Pages (3)	13th by Total Revenue (64)
Fastest Growing: Avg. Circ. (29)	3rd by Net Chg. Ad Revenue (4)	14th by Ad Revenue (65)
Fastest Growing: Avg. Sub. Circ. (30)	5th by Subscription Revenue (6)	12th by Subscription Revenue (66)
Market: City & Regional (39)	42nd by Newsstand Revenue (7)	2nd by Average Circulation (70)
Market: Home Service (44)	26th by Average Circulation (8)	4th by Average Sub. Circ. (72)
Spectrum Magazine , The Inst. of Electrical	43rd by Net Chg. Avg. Circ. (9)	
& Electronic Engineers, Inc.	17th by Average Sub. Circ. (10)	Successful Meetings , Meetings, Inc.
Folio:400 rank: 310	42nd by Net Chg. Avg. Sub. Circ. (11)	Folio:400 rank: 332
32nd by Subscription Revenue (66)	47th by Net Chg. Avg. Newst. Circ. (13)	5th by Avg. Edit. Pages/Copy (75)
	10th by Total Annual Circ. (14)	Sunset , Lane Publishing Company
		Folio:400 rank: 35
		28th by Ad Revenue (2)

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Swank, Swank Magazine Corporation	
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'Teen, Petersen Publishing Company	
Folio:400 rank: 103	
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Fastest Growing: Avg. Sub. Circ.	(81)

Tennis, Golf Digest/Tennis, Inc.	
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Texas Homes, Southwest Media Corporation	
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Texas Monthly, Texas Monthly, Inc.	
Folio:400 rank: 124	
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25th by Ad Pages (Monthlies)	(16)
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Trailer Life, Trailer Life Publishing Company	
Folio:400 rank: 252	
38th by Ad Pages (Monthlies)	(16)
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Travel & Leisure, American Express Publishing Corporation	
Folio:400 rank: 54	
50th by Ad Revenue	(2)
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The Travel Agent, American Traveler, Inc.	
Folio:400 rank: 172	
31st by Total Revenue	(64)
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2nd by Ad Pages	(67)
29th by Net Chg. Ad Revenue	(68)
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Fastest Growing: Avg. Sub. Circ.	(81)
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Travel/Holiday, Travel Magazine, Inc.	
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True Story, Macfadden Women's Group
 Folio:400 rank: 83
 44th by Average Circulation (8)
 40th by Average Sub. Circ. (10)
 44th by Avg. Newsstand Circ. (12)
 50th by Total Revenue (Monthlies) (15)
 50th by Annual Newsstand Sales (22)
 Market: Women's Lifestyles & Ent. (60)

TV Guide, Triangle Publications, Inc.
 Folio:400 rank: 1
 2nd by Ad Revenue (2)
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 1st by Subscription Revenue (6)
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 4th by Average Sub. Circ. (10)
 9th by Net Chg. Avg. Sub. Circ. (11)
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 Fastest Growing: Avg. Sub. Circ. (30)
 Fastest Growing: Avg. Newst. Circ. (31)
 Market: General Interest (42)
 Market: Newsmagazines (51)

TWA Ambassador, Halsey Publishing Co.
 Folio:400 rank: 342
 Fastest Growing: Total Rev. (24)
 Market: Inflight (45)

U.S. News & World Report, U.S. News & World Report, Inc.
 Folio:400 rank: 16
 15th by Ad Revenue (2)
 33rd by Ad Pages (3)
 19th by Net Chg. Ad Revenue (4)
 7th by Subscription Revenue (6)
 30th by Average Circulation (8)
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 13th by Total Annual Circ. (14)
 21st by Average Sub. Price (21)

Fastest Growing: Sub. Rev. (26)
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United, East/West Network, Inc.
 Folio:400 rank: 192
 49th by Net Chg. Ad Revenue (4)
 17th by Net Chg. Ad Pages (5)
 46th by Ad Pages (Monthlies) (16)
 Fastest Growing: Total Rev. (24)
 Fastest Growing: Ad Revenue (25)
 Fastest Growing: Ad Pages (28)
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Us, Peters Publishing Company
 Folio:400 rank: 66
 27th by Newsstand Revenue (7)
 21st by Net Chg. Avg. Sub. Circ. (11)
 24th by Avg. Newsstand Circ. (12)
 37th by Total Annual Circ. (14)
 14th by Annual Newsstand Sales (22)
 44th by Retailer/Newsstand Profit (23)
 Fastest Growing: Sub. Rev. (26)
 Fastest Growing: Avg. Sub. Circ. (30)
 Market: General Interest (42)

Vanity Fair, The Conde Nast Publications, Inc.
 Folio:400 rank: 164
 36th by Avg. Edit. Pages/Copy (20)
 49th by Average Sub. Price (21)
 Consumer Newcomers (32)
 Market: General Interest (42)

V.F.W. Magazine, Veterans of Foreign Wars of the United States
 Folio:400 rank: 373
 37th by Average Circulation (8)
 24th by Average Sub. Circ. (10)
 47th by Total Annual Circ. (14)
 Fastest Growing: Total Rev. (24)
 Fastest Growing: Ad Revenue (25)
 Fastest Growing: Ad Pages (28)
 Market: Maturity (47)

Velvet, Eton Publishing Company, Inc.
 Folio:400 rank: 248
 49th by Newsstand Revenue (7)
 10th by Average Sub. Price (21)
 42nd by Retailer/Newsstand Profit (23)
 Market: Men's Entertainment (48)

Venture, Venture Magazine Inc.
 Folio:400 rank: 215
 43rd by Net Chg. Ad Revenue (4)
 11th by Net Chg. Ad Pages (5)
 Fastest Growing: Total Rev. (24)
 Fastest Growing: Ad Revenue (25)
 Fastest Growing: Ad Pages (28)
 Fastest Growing: Avg. Circ. (29)
 Fastest Growing: Avg. Sub. Circ. (30)
 Market: Affluence (34)
 Market: Business & Financial (38)

Video, Reese Communications, Inc.
 Folio:400 rank: 322
 32nd by Net Chg. Avg. Circ. (9)
 31st by Net Chg. Avg. Sub. Circ. (11)
 31st by Net Chg. Avg. Newst. Circ. (13)
 Fastest Growing: Total Rev. (24)
 Fastest Growing: Ad Revenue (25)
 Fastest Growing: Sub. Rev. (26)
 Fastest Growing: Avg. Circ. (29)
 Fastest Growing: Avg. Sub. Circ. (30)

Video Review, Viare Publishing
 Folio:400 rank: 223
 Consumer Newcomers (32)

Vogue, The Conde Nast Publications, Inc.
 Folio:400 rank: 27
 24th by Ad Revenue (2)
 11th by Ad Pages (3)
 18th by Net Chg. Ad Revenue (4)
 12th by Net Chg. Ad Pages (5)
 14th by Newsstand Revenue (7)
 20th by Avg. Newsstand Circ. (12)
 11th by Total Revenue (Monthlies) (15)
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 9th by Ad Revenue (Monthlies) (17)
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 Fastest Growing: Ad Pages (28)
 Fastest Growing: Avg. Newst. Circ. (31)
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W, Fairchild Publications, Inc.
Folio:400 rank: 110
39th by Average Sub. Price (21)
Fastest Growing: Avg. Circ. (29)
Market: Affluence (34)
Market: Women's Fashion (58)

Wallaces Farmer, Farm Progress Publications
Folio:400 rank: 305
50th by Subscription Revenue (66)
27th by Average Sub. Circ. (72)
Fastest Growing: Sub. Rev. (78)

The Washingtonian Magazine, Washingtonian Magazine, Inc.
Folio:400 rank: 246
37th by Ad Pages (3)
16th by Ad Pages (Monthlies) (16)
20th by Avg. Ad Pages/Copy (19)
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Weight Watcher's Magazine, W/W Twentyfirst Corporation
Folio:400 rank: 152
47th by Net Chg. Avg. Sub. Circ. (11)
Market: Health & Fitness (43)

Western Horseman, Western Horseman, Inc.
Folio:400 rank: 391
Market: Lifestyles (46)

Woman's Day, CBS Magazines
Folio:400 rank: 9
11th by Ad Revenue (2)
43rd by Ad Pages (3)
8th by Net Chg. Ad Revenue (4)
35th by Net Chg. Ad Pages (5)
7th by Newsstand Revenue (7)
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Fastest Growing: Newsstand Rev. (27)
Fastest Growing: Avg. Newst. Circ. (31)
Market: Women's Service (61)

Women's Wear Daily, Fairchild Publications, Inc.
Folio:400 rank: 65
2nd by Total Revenue (64)
2nd by Ad Revenue (65)
17th by Subscription Revenue (66)
4th by Ad Pages (67)
8th by Net Chg. Ad Revenue (68)
45th by Net Chg. Ad Pages (69)
41st by Average Sub. Circ. (72)
29th by Net Chg. Avg. Sub. Circ. (73)
Market: Apparel (85)

Workbasket, Modern Handcraft, Inc.
Folio:400 rank: 201
36th by Average Circulation (8)
31st by Net Chg. Avg. Circ. (9)
25th by Average Sub. Circ. (10)
22nd by Net Chg. Avg. Sub. Circ. (11)
Fastest Growing: Total Rev. (24)
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Fastest Growing: Avg. Sub. Circ. (30)
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Workbench, Modern Handcraft, Inc.
Folio:400 rank: 290
45th by Net Chg. Avg. Circ. (9)
37th by Net Chg. Avg. Sub. Circ. (11)
Fastest Growing: Sub. Rev. (26)
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Working Mother, The McCall Publishing Company
Folio:400 rank: 156
35th by Net Chg. Avg. Sub. Circ. (11)

Fastest Growing: Total Rev. (24)
Fastest Growing: Avg. Sub. Circ. (30)
Market: Women-In-Business (59)
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Working Woman, Hal Publications, Inc.
Folio:400 rank: 94
37th by Net Chg. Ad Revenue (4)
24th by Net Chg. Ad Pages (5)
49th by Net Chg. Avg. Circ. (9)
44th by Net Chg. Avg. Sub. Circ. (11)
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Fastest Growing: Avg. Circ. (29)
Fastest Growing: Avg. Sub. Circ. (30)
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World Tennis, CBS Magazines
Folio:400 rank: 206
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Yachting, Ziff-Davis Publishing Company
Folio:400 rank: 196
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12th by Ad Pages (Monthlies) (16)
25th by Avg. Total Pages/Copy (18)
16th by Avg. Ad Pages/Copy (19)
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Yankee, Yankee Publishing Inc.
Folio:400 rank: 115
47th by Ad Pages (Monthlies) (18)
39th by Avg. Total Pages/Copy (18)
37th by Avg. Edit. Pages/Copy (20)
Market: City & Regional (39)
Market: General Interest (42)

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Corporate Index

The corporate index includes only magazines ranking among The Folio:400.

ABC Leisure Magazines, Inc., see American Broadcasting Companies, Inc.

ABC Publishing, see American Broadcasting Companies, Inc.

AHL Computing, Inc., see Ziff-Davis Publishing Company

The Aircraft Owners & Pilots Association
AOPA Pilot

American Academy of Family Physicians
American Family Physician

American Association for the Advancement of Science
Science
Science 83

American Association of Retired Persons
Maturity Magazines Group
Modern Maturity

American Baby, Inc.
American Baby

American Banker, Inc.
American Banker

American Bar Association
American Bar Association Journal

American Broadcasting Companies, Inc.
ABC Publishing (a division)
ABC Leisure Magazines, Inc.
High Fidelity
Modern Photography
Chilton Company
Iron Age
COMPUTE! Publications, Inc.
COMPUTE!
Farm Progress Publications
Prairie Farmer
Wallaces Farmer
Los Angeles Magazines, Inc.
Los Angeles Magazine

American Chemical Society
Chemical & Engineering News

American College Physicians
Annals of Internal Medicine

American Express Company
American Express Publishing Corporation
Travel & Leisure
The International Review of Food & Wine Associates
Food & Wine, The Guide to Good Taste

American Health Partners
American Health

American Hospital Association
American Hospital Publishing, Inc.
Hospitals

American Inst. of Certified Public Accountants
Journal of Accountancy

American Journal of Nursing Company
American Journal of Nursing

The American Legion
The American Legion Magazine

American Medical Association
American Medical News
Journal of the American Medical Assoc.

American Museum of Natural History
Natural History

The American Psychological Association
Psychology Today

American Traveler, Inc., see Capital Cities Communications

Americana Magazine, Inc.
Americana

Amos Press Inc.
Linn's Stamp News

AMR Corporation
American Airlines, Inc.
American Way

J.R. Anderson Enterprises
Runner's World Magazine Company, Inc.
Runner's World

Argus Publishers Corporation
Popular Hot Rodding

The Army Times Publishing Company, see The Times Journal Company

A/S/M Communications
Adweek

The Atlantic Monthly Company
The Atlantic

Avant-Garde Media, Inc.
Moneysworth

B.A.S.S., Inc.
B.A.S.S. Publications
Bassmaster Magazine

Bayland Publishing Company, Inc.
Metro Home & Garden Magazines
Houston Home & Garden

Benjamin Franklin Literary & Medical Society
The Saturday Evening Post

Bill Communications, Inc.
Institutional Distribution
Sales & Marketing Management
Meetings, Inc.
Successful Meetings
Restaurant Business, Inc.
Restaurant Business

Billboard Publications, Inc.
American Artist
Billboard

Billy Graham Evangelistic Association
Decision

Biomedical Information Corporation, see SFN Companies

Bon Appetit Publishing Corporation, see Knapp Communications Corporation

R.R. Bowker Company, see Xerox Corporation

Boy Scouts of America, Inc.
Boys' Life

Brant Art Publications, Inc.
Art in America

Burke Communications Industries
Mariah Publications Corporation
Outside

Business News Publishing Company
Air Conditioning, Heating & Refrigeration News

Cahners Publishing Company, see Reed Holdings, Inc.

California Magazine, Ltd.
California Magazine

Capital Cities Communications
Fairchild Publications, Inc.
AMM - American Metal Market/
Metalworking News
Daily News Record
Electronic News
HFD - The Weekly Home Furnishings Newspaper
MIS Week
Multichannel News

Capital Cities Communications, Fairchild Publications, Inc. (continued)
Supermarket News
W
Women's Wear Daily
American Traveler, Inc.
The Travel Agent

CBS Inc.
CBS Magazines
American Photographer
Audio
Cuisine
Cycle World
Family Weekly
Field & Stream
Mechanix Illustrated
Road & Track
Woman's Day
World Tennis

CES Publishing Corporation, see International Thomson Organisation Ltd.

Chic Magazine, Inc., see L.F.P., Inc.

Children's Television Workshop
Sesame Street

Chilton Company, see American Broadcasting Companies, Inc.

Christianity Today, Inc.
Christianity Today

The Chronicle of Higher Education, Inc.
The Chronicle of Higher Education

Circus Enterprises Corporation
Circus Magazine

Citicorp
Citicorp/Diners Club
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Reaching food, beverage, beer, wine, liquor and tobacco marketers who annually spend \$13 billion on advertising.

Leisure Time Electronics Magazine

Reaching retailers in the \$35.5 billion consumer electronics market.

Modern Floor Coverings Magazine

Reaching retailers in the \$10.0 billion floor covering market.

Non-Foods Merchandising Magazine

Reaching supermarket buyers in the \$24.3 billion general merchandise and health and beauty aids industry.

Product Marketing Magazine

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Reaching retailers in the \$9.1 billion toy and hobby market.

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* Annual sales of markets served by U.S. Business Press, Inc. publications

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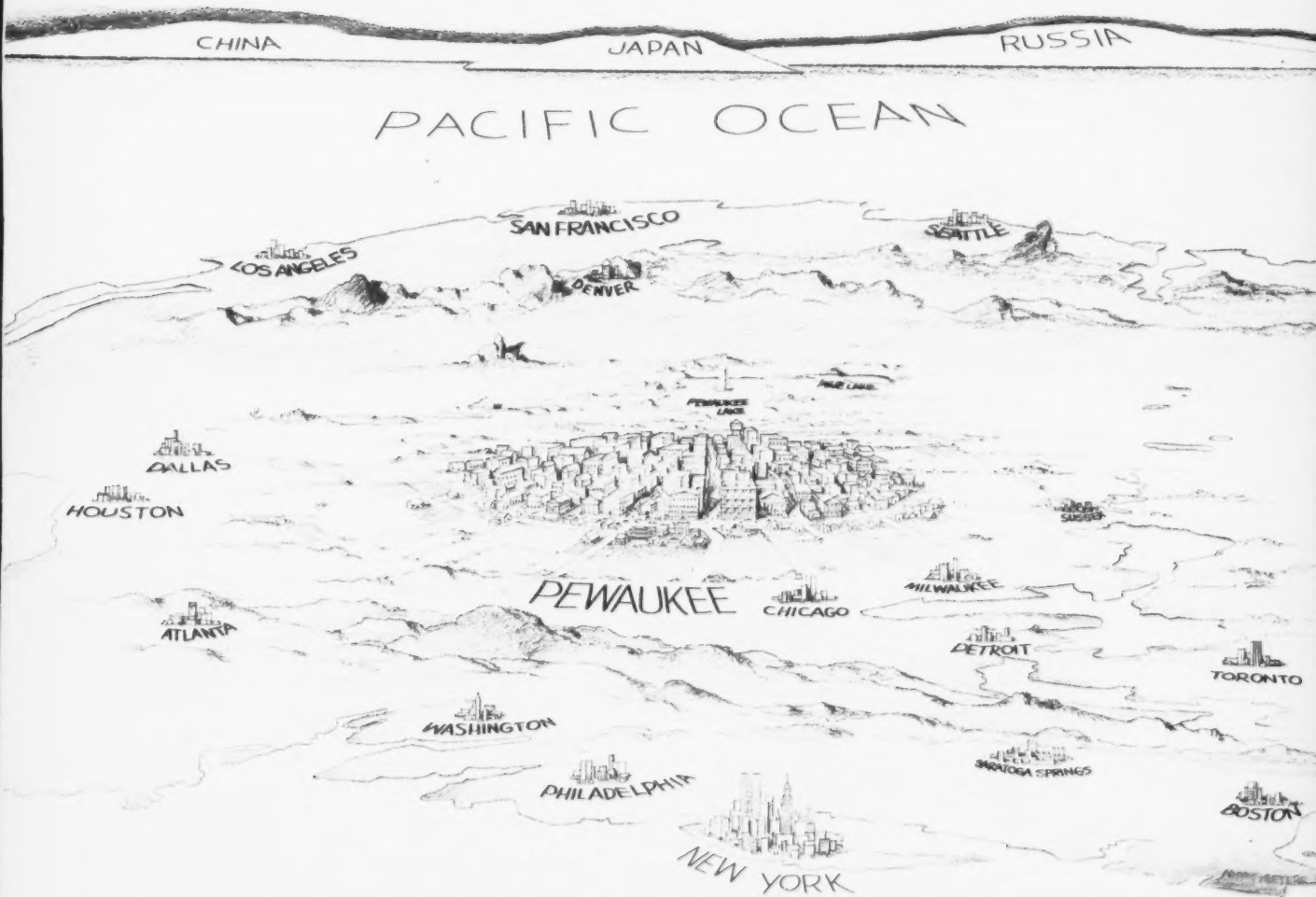
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